**ADVANCED PROJECT MANAGEMENT**

**LEARNING OUTCOME 1: ACTIVITY 11**

**GROUP ACTIVITY**

## **Why must you monitor your competition?**

View the following YouTube video on Steve Jobs: <https://www.youtube.com/watch?v=IMzfVoBcXP4>

Steve Jobs Describes His Road To Success and The Lessons He Learned

* Why it is important to monitor the competition? (Use real life examples.)

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* What can happen if a business loses touch with competitors? (Use real life examples.)

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