

## CEP Magazine – January 2020

### Competition: Road to victory or collision course for disaster?

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One of the benefits of competition is that it drives innovation that benefits clients and industry as a whole.<sup>[1]</sup> Competition occurs on many levels, and its complexity may or may not produce the desired outcome. When the competition is between organizations, ideally the environment is saturated with team synergy and a thriving morale dedicated to becoming the market leader. Of course, this is not always the case. Internal competition among individuals or business units can drive or derail the desired results.

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