



CHAPTER 1

STRATEGIC MANAGEMENT AND STRATEGIC COMPETITIVENESS



Internet Activity: Disruptive Technologies

LED's use significantly less energy and last longer than a light bulb. The first LED lights were relatively weak and only suitable for items such as car indicators and calculator displays, but modern LED bulbs are used for interior lighting, torches and as street lighting. Traditional incandescent lighting remains for low light use in the home but is increasingly being replaced by energy efficient LEDs. Using the information on the Philips Lumileds site at <http://www.philipslumileds.com/> and any other sources you can find, write a short essay to explain how LED technology disrupted the market for lighting products.

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