

## INNOVATIVE MATERIALS SELECTION FOR COMPETITIVE ADVANTAGES

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**Abstract:** Obtaining the competitive advantages is the dream of all organizations, small or big, based on high technology or low and medium technology.

Analysis of the driving forces that determine a firm's competitive position reminds us that there are many such driving forces, multiple ways to success—or failure—in business. Any organization with a multi-product and high tech portfolio does well to ensure that many factors influencing its competitive position are favorable.

In modern, global and sophisticated world, the small organizations or LMT sectors have, in my opinion the only chance to be innovative.

**Key words:** materials, innovative, selection, competitive advantages

