Abstract
The success of business management is today directly linked to the uprising of its performance. The key role plays value management, with the aim on the one hand to integrate the primary target alignment on business owner and on the other hand to guarantee the raising of the span between the value of investments and the current market value of the business. With regard to this fact, the business cannot rely on its momentary performance, but with the aim to sustain its long term competitiveness it takes into account the concept of the business vision and business strategy as the prime assumption of its success. Successful business strategy at the same time gives the answer of the question: „What needs we are going to satisfy, who we are going to satisfy and what manner we are going to do so? “ The years of research on the PIMS database and on other cross-sectional databases of business units show quite clearly that profitability is strongly linked to strategic position. The R square of .65 of a regression of ROI on 18 key strategic variables indicates that strategic positioning is the major determinant of business success. Those businesses that position themselves to win the strategy game through a sustainable advantage also win the performance game.

Key words
strategic performance, market leadership, returns on investment.

JEL Classification
A20