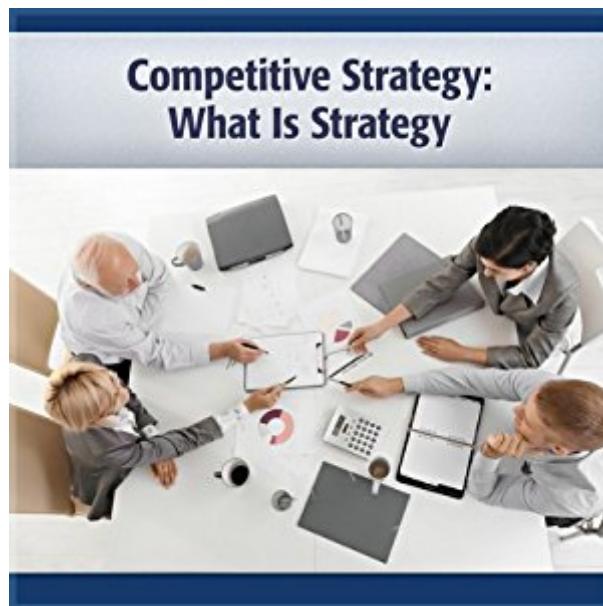


The book was found

Competitive Strategy: What Is Strategy



Synopsis

This audiobook was created based on Michael Porter's landmark book Competitive Strategy. This was Mr. Porter's synopsis of his book for the Harvard Business Review. This audiobook emphasizes that operational effectiveness is not strategy, that strategy rests on unique activities done by the organization, strategic positioning, the entrepreneurial edge, generic and specific strategies, that sustainable strategic positions require trade offs, that proper fit drives both competitive advantage and sustainability, rediscovering focused strategies, the failure of blurred and straddled strategies, the growth trap, that profitable growth is often niche oriented, the role of leadership in creating and maintaining clear strategies, and that the new entrant and new company advantage is executing clear strategies.

Book Information

Audible Audio Edition

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#181 inÂ ¯ Books > Business & Money > Management & Leadership > Management Science
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Customer Reviews

Definitely a must read for business students and maybe marketing managers. Although I wouldn't call it the "bible" of the business world because as you'll notice, some of the concepts are clearly outdated. Nonetheless, Porter introduces strategies that as a basis, still are highly functional today, even in our high tech world. I particularly enjoy reading his predictions on product life cycles and theories about strategy and performance (p.159). Porter also introduces other important strategies on lowest cost, differentiation, and focus. These bring structure to the task of strategic positioning. He shows how competitive advantage can be defined in terms of relative cost and relative prices, linking it directly to profitability, and presents a whole new perspective on how profit is created and divided. I work in marketing and have found his strategic concepts highly relevant.

Classic book! After reading it, I just realized that every modern marketing text book I have read (I'm a marketing major) is actually based on this one. I'm very impressed, this is the original.

good product . i like it

This is the classic text - in both a positive and negative sense. Porter's framework for competitive analysis, and his description of courses of action and the five forces of competitive landscape remain critically important, topical and useful. In fact, many B-Schools have this as required reading, or the strategy book they use draws on this source text for competitive analysis. On the other side of the coin, the version of the book I have is from about 1980, and the examples are a bit dated, and the world has changed quite a bit since then. It is easy to get wrapped up in the successes and failures of the companies that Porter calls out as having superior competitive positions back in 1980 and looking at where they are (or aren't) today. In summary - the framework for analysis is still relevant and very useful, the examples are very dated, but if you are doing any level of competitive analysis, you will be almost expected to have read and used this book - the Bible of Competitive Strategic thought.

This book is a checklist, a great checklist for anyone doing analysis on industries or companies. Porter is a hard to miss if you work in this area, so you might as well get through this book, and you'll know what everyone is talking about, and you'll also get a good framework that ensures that your analysis doesn't skip important points. Reading *Art of War* and those kinds of books gives you another kind of strategy, which is very useful in combination with the things Porter gives you. Basically, I think Porter has done a great job of "summarizing" the strategy-process, and this is why the book is so famous, and it is also why I give it 4 and not 5 stars. With sound theory and thorough work you will get the same insights as with Porters framework, and you will also be better equipped to deal with the peculiarities in every situation. Nevertheless, many people don't have time/the interest for more than a summary, so for them this book is great. And for the rest it's great to get through it to learn the "common language" that is prevalent in the industry of strategy and analysis today.

This is one of the best books you'll find in terms of the latest tips for business strategy. The author has a lot of knowledge on the field!

Hard to get through it even if it is a classic in the business field.

Great Business book CD to examine your business focus on customers internal and external while driving in the car and share with others at work or the public library. It becomes easy to see why American businesses are suffering after reading a few top business strategy books.

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