

Wharton on Dynamic Competitive Strategy (Paperback)

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Reviews

This book is definitely not effortless to start on reading through but extremely fun to learn. Better then never, though i am quite late in start reading this one. It is extremely difficult to leave it before concluding, once you begin to read the book. (Aliya Franecki)

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WHARTON ON DYNAMIC COMPETITIVE STRATEGY (PAPERBACK)



John Wiley Sons Inc, United States, 2004. Paperback. Condition: New. 1. Auflage. Language: English . Brand New Book. WHARTON on DYNAMIC COMPETITIVE STRATEGY A valuable contribution, this insightful book makes it clear that strategy is not a one-time search for a sustainable competitive advantage, but a continuous monitoring of the environment, consumers, and competitors with the object of making the right moves in a dynamically changing competitive landscape. -Philip Kotler S.C. Johnson Sons Distinguished Professor of International Marketing J. L. Kellogg Graduate School of Management Northwestern University. An ambitious and welcomed effort at addressing strategy from an interdisciplinary perspective. - Professor Don Lehmann Columbia University Graduate School of Business. Wharton on Dynamic Competitive Strategy weaves together an unprecedented interdisciplinary analysis of competitive strategies that any global manager should consider indispensable reading.An impressive book. - Jon M. Huntsman, Sr. Chairman and CEO Huntsman Corporation. Provocative and meaningful . . . Provides an excellent framework for formulating strategy. -Sam Morasca Vice President, Marketing Shell Oil Products Company. A Rosetta stone for strategy. Read it and keep it by your side! -Dale Moss Executive Vice President, Sales and Marketing USA British Airways, New York The competitive challenges facing you are more complex and fast-moving than ever. This environment demands dynamic competitive strategies-strategies that anticipate and adjust to competitors countermoves, shifting customer demands, and changes in the business world. Wharton on Dynamic Competitive Strategy offers new perspectives on competitive strategy from a distinguished group of faculty at Wharton and other leading business schools around the world. This book presents the best insights from decades of research in key areas such as competitive strategy, simulations, game theory, scenario planning, public policy, and market-driven strategy. It represents the most cohesive collection of insights on strategy ever assembled by a leading school of business. Developed for the thinking manager,...

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