



Outthink the Competition: How a New Generation of Strategists Sees Options Others Ignore

By Kaihan Krippendorff

Audible Studios on Brilliance, 2016. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. A Fast Company blogger and former McKinsey consultant profiles the next generation business strategists: the Outthinkers Outthinkers are entrepreneurs and corporate leaders with a new playbook. They see opportunities others ignore, challenge dogma others accept as truth, rally resources others cannot influence, and unleash new strategies that disrupt their markets. Outthink the Competition proves that business competition is undergoing a fundamental paradigm shift and that during such revolutions, outthinkers beat traditionalists. Outthink the Competition presents stories of breakthrough companies like Apple, Google, Vistaprint, and Rosetta Stone whose stunning performances defy traditional explanation and will inspire readers to outthink the competition. Core concepts in the book include: Discover the Eight Dimensions of Disruption Learn to play by the Outthinker Playbook Develop the Five Habits of the Outthinker Implement the Outthinker Process It s time to buck tradition in order to stay ahead. Outthink the competition and uncover opportunities hiding in plain sight. The accompanying reference guide is included as a PDF on this disc.



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