

Bookmark File
PDF Strategy And
Business
Landscape

Strategy And Business Landscape

This business strategy text helps students master a body of analytical tools and develop an integrative point of view when making strategic

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choices. It focuses on strategies that offer the greatest potential for improving business performance.

In 1983 Richard Normann published the world's first book presenting an integrated framework on the management of

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**service producing
companies. Now he
provides a new
approach to
strategy: an
original way to
think about
organisations and
create a different
future. In this
demanding but
rewarding book he
shows that
providing**

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organisations are prepared to rethink the way they do business they can occupy the competitive high ground of the future. To do this they must transform concepts and frameworks into action. *
Provides new business models. *

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Shows companies how to reframe their business and take advantage of the opportunities created in the space of "unbundling and rebundling". Because they are analytical rather than descriptive, the case studies are not typical

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teaching cases.

**The cases are
paired with
customized game-
theoretic models
that cover a wide
range of
commitment
decisions, from
short-run
commitments such
as price to longer-
run commitments
such as capacity**

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**expansion and
reduction, product
and process
innovation, and
battles for market
share. A variety of
quantitative and
qualitative
techniques are
used to test the
models'
predictions on case
data.**

Never HIGHLIGHT a

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studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with

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comprehensive
practice tests. Only
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Textbook Specific.
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9780131430358 .
Cases and Models
Strategy Daddy
Beyond Competing
- Proven Steps to
Inspire Confidence
and Seize New
Growth**

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**Creating and
Sustaining
Superior
Performance
Crisis Management
The Halo Effect
Competitive
Advantage**

Since the financial crisis of 2008, many of us have had to reexamine our

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beliefs about
markets and
globalization.
How integrated
should
economies
really be? How
much regulation
is right? Many
people fuse
these two
dimensions of

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choice into one, either favoring both globalization and deregulation—or opposing both of them. It doesn't have to be that way. In World 3.0, award-winning author

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and economist
Pankaj

Ghemawat
reveals the folly
in both of these
responses. He
calls for a third
worldview—one
in which both
regulation and
cross-border
integration

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coexist and
complement one
another.

Ghemawat
starts by
exposing
common
assumptions
about
globalization to
hard data,
proving that the

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world is not nearly as globalized as we think. And he explains why the potential gains from further integration are much larger than even pro globalizers tend to believe. He

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then tackles
market failures
and fears—job
losses,
environmental
degradation,
macroeconomic
volatility, and
trade and
capital imbalanc
es—that
opponents of

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globalization
often invoke.

Drawing on
compelling data,
he shows that
increased
globalization can
actually
alleviate some
of these
problems.
Finally,

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Ghemawat describes how a wide range of players—businesses, policy makers, citizens, media—can help open up flows of ideas, people, and goods across borders, but in ways that

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maximize the benefits and minimize the potential side effects. World 3.0 dispels powerfully entrenched—but incorrect—assumptions about globalization. Provocative and

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bold, this new book explains how people around the world can secure their collective prosperity through new approaches to cross-border integration.

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Ghemawat's thinking will surprise and move you—no matter where you stand on globalization. Environmental concerns can greatly affect business success,

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regardless of
whether a
business person
or corporation
shares those
concerns.

Today's
corporate
managers must
understand the
power of
environmental

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issues, and shift
their mindset
from one
focused on
environmental
"management"
to one focused
on strategy. Com
petitive
Environmental
Strategy
examines the

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effects of environmentalism on corporate management, explaining how and why environmental forces are driving change and how business managers can

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think about environmental issues in a strategic way. The author discusses: the evolving drivers of corporate environmental strategy, including regulators,

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shareholders,
buyers and
suppliers,
insurers,
investors, and
consumers how
environmentalism
alters basic
conceptions of
competitive
strategy and
organizational

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design how
external
institutions
create both
opportunity and
limitations for
environmental
strategy how
environmental
threats can be
incorporated
into risk

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management,
capital
acquisition,
competitive
position, and
other
management
concerns The
book ends with
an overall
discussion of
competitive

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environmental
strategy and
draws
connections to
the emerging
issue of
sustainable
development.
Each chapter
features insets
that ask
fundamental

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questions about the relationship between environmental protection and business strategy, and ends with a list of additional recommended readings. Every individual who

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wishes to
engage in
business
management in
the 21st century
will need an
appreciation for
the implications
of
environmental
issues on
corporate

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activities, and vice-versa. Competitive

Environmental Strategy offers a valuable overview of the subject, and provides a wealth of real-world examples that

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demonstrate the validity and applicability of the concepts for business people, clearly showing how managers are turning an understanding of environmental issues to

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competitive
advantage.

Controversial
and iconoclastic,
a veteran
corporate
manager and
business school
professor
exposes the
dangerous
myths,

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fantasies, and delusions that pervade much of the business world today.

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and events from
the textbook are
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quizzes for your
textbook with

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Specific.
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Businesses Play
Marketing

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Tactics and Case
Studies That
Can Change the
Competitive
Landscape of
Your Business
Chinese
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Enduring
Strategies for
Turbulent Times

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Outlines and
Highlights for
Strategy and the
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Landscape
Global
Prosperity and
How to Achieve
It

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*Offering a
strategic*

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orientation to
crisis

management,
this fully
updated edition
of Crisis
Management:
Leading in the
New Strategy
Landscape,
Second Edition
by William
"Rick"

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*Crandall, John
A. Parnell, and
John E. Spillan
helps readers
understand the
importance of
planning for
crises within
the wider
framework of an
organization's
regular
strategic*

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*management
process. This
strikingly
engaging and
easy-to-follow
text focuses on
a four-stage
crisis*

*management
framework: 1)*

Landscape

Survey:

identifying

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*potential
crisis vulnerab
ilities, 2)
Strategic
Planning:
organizing the
crisis
management team
and writing the
plan, 3) Crisis
Management:
addressing the
crisis when it*

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occurs, and 4)

Organizational

Learning:

applying

lessons from

crises so they

will be

prevented or

mitigated in

the future.

Crisis

management is

often viewed as

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*a short-term
response to a
specific event.
While that is a
part of the
crisis
management
process, Crisis
Management in
the New
Strategy
Landscape takes
a long term*

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Business

*approach and
offers a*

*strategic
orientation to
crisis*

*management. The
text follows a
four stage
crisis*

*management
framework:*

*Landscape
survey*

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(anticipating crisis events), strategic planning (setting up the crisis management team and plan), crisis management (addressing the crisis when it occurs), and

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*organizational
Landscape
learning*

*(applying
lessons from
crisis so they
will be
prevented, or
at least
mitigated in
the future).*

*Features &
Benefits -
Strategic*

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approach used throughout the text - New trends in crisis management - Material on business ethics - What to do after the crisis - Case studies and vignettes at

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*the beginning
and end of each
chapter*

*Strategy and
the business
landscape*

What

Globalization

Now Means for

Your Business

Executives can

no longer base

their

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*strategies on
the assumption
that
globalization
will continue
to advance
steadily. But
how should they
respond to the
growing
pressures
against
globalization?*

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*And what can
businesses do
to control
their destinies
in these times
of uncertainty?*

*In The New
Global Road
Map, Pankaj*

*Ghemawat
separates fact
from fiction by
giving readers*

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*a better
understanding
of the key
trends
affecting
global
business. He
also explains
how
globalization
levels around
the world are
changing, and*

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*where they are
likely to go in
the future.*

*Using the most
up-to-date data
and analysis,*

Ghemawat

*dispels today's
most dangerous
myths and*

*provides a
clear view of
the most*

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*critical issues
facing policy
makers in the
years ahead.*

*Building on
this analysis,
with examples
from a diverse
set of
companies
across
industries and
geographies,*

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*Ghemawat
provides
actionable
frameworks and
tools to help
executives
revise their
strategies,
restructure
their global
footprints,
realign their
organizations,*

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and rethink how they work with local governments and institutions. In our era of rising nationalism and increased skepticism about globalization's benefits, The

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*New Global Road
Map delivers
the definitive
guide on how to
compete
profitably
across borders.
Crystallising
the Strategic
Business
Landscape
Strategy and
Business*

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*Landscape
Landscape
Instructor's
Manual and
Transparencies
Outlines and
Highlights for
Strategy and
the Business
Landscape by
Pankaj E
Ghemawat, Isbn
Planning to
Execution:*

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Landscape

*Tools to
Disrupt
Incumbent
Strategy and
Behavior to WIN
your
Competitive
Landscape
Navigating in
the New
Business
Landscape
What's Your*

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Business
*Digital
Landscape
Business Model?*

Text and Cases

The globalization of the competitive landscape has forced companies to fundamentally rethink their strategies.

Whereas once only a few industries such as oil could

*be labeled truly
global, today many-
from
pharmaceuticals to
aircraft to
computers-have
become global in
scale and scope. As
a consequence,
creating a global
competitive
advantage has
become a key
strategic issue for*

many companies.

Crafting a global strategy requires making decisions about which strategy elements can and should be globalized and to what extent.

This book examines the impact of industry 4.0, and constructs a strategic digital

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***transformation
operational
framework to
prepare for it. It
begins by
examining the
background of
industry 4.0,
exploring the
industrial internet,
new business
models and
disruptive
technologies, as***

well as the challenges that this revolution brings for industries and manager. The research enhances our understanding of strategic digital transformation framework within industry 4.0. It will be valuable reading for

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***academics working
in the field of
industry 4.0 and
strategy, as well as
practitioners
interested in
enhancing their
firms' readiness for
industry 4.0.***

***The way we
conduct cross-
border businesses
has changed
fundamentally.***

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Once, it was the privilege of a few business houses with specialized knowledge of international trade regulations and procedures. Now, almost anyone with an internet connection can launch a business with global reach in no time. Also,

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there has been a huge flux in global cultures making terms of engagement different. This book addresses these new dimensions, in addition to presenting the time-honoured principles of international

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business. Most books in this area are focused to any one of the managerial functions. To integrate functions and domains to provide learners a comprehensive picture of conducting global businesses has been a key aim of

this project. A rich blend of principles and case studies are used to communicate this sense.

This volume examines the organisational dimension of business model innovation.

Drawing on organisational

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***theory and
empirical
observation, the
contributors
specifically
highlight
organisational
design aspects of
business model
innovation,
focusing on how
reward systems,
power
distributions,***

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routines and standard operating procedures, the allocation of authority, and other aspects of organisational structure and control should be designed to support the business model the firm chooses.

The Organizational

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Dimension

*Managing Strategy
World 3.0*

*How to Thrive in a
Complex World*

*Business Models
and Strategic
Management*

*Go Slow to Go Fast
Open Business
Models*

The purpose of this
book is to understand
strategy from a business

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model perspective.

What does that mean? It means that managers have to think rigorously about their value proposition and their revenue and cost model before thinking of a strategy. The business landscape calls for challenging assumptions continuously. What is the difference between a business model and a

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strategy? A business model is how a company operates and a strategy is how a company competes. When the basis of competition changes because a new model changes the economics in the industry (i. e. publishing & book retailing) business models need to be adjusted and then the

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strategy realigned. This book adds a level (to the traditional strategic management process) that is more consistent with current 'real-world' practices in strategic thinking and analysis. It takes the students deeper into the intricacies of what constitutes a business model and how current strategy revolves around

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it. It is based on the premise that strategies cannot be formulated without first understanding the fundamental elements of a business model. Why modules? The module approach breaks down the breadth of information provided in traditional strategy textbooks into manageable modules as

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learning projects. It focuses on 7 key strategy impact areas as levels of analysis. It requires individual, team and class exercises for each module, which culminates into a consulting assignment in Module 7. It offers 7 modules of 2 weeks each. The first week of the module focuses on readings, cases, and

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individual and class exercises. The second week is the application week with team exercises where students engage in active research and develop mini-case papers.

How did BMW recover from the edge of bankruptcy to become one of Europe's strongest companies? Why did Saatchi and Saatchi's

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global strategy bring the company to its knees?

Why has Philips's outstanding record in innovation not been translated into success in the market? What can be learnt from the marriage contract about the conduct of commercial negotiations? These are some of the questions addressed as John Kay

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asks 'What makes a business successful?'

Drawing on his own business experience and on concepts in economics, legal theory, and sociology, the author presents a fresh approach to questions of business strategy. He rejects the military analogy which underpins much strategic thinking, in

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which success depends on size and share, on vision and leadership, on shifting patterns of mergers and alliances. John Kay argues that outstanding businesses derive their strength from a distinctive structure of relationships with employees, customers, and suppliers, and explains why continuity

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and stability in these relationships is essential for a flexible and co-operative response to change. By integrating organizational and financial perspectives on the performance of the firm, Kay not only gives insights into the creation of effective business strategies, but sheds light on the success - and failure - of

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national economies. As the single market develops, this book - full of insight and rigour, yet lively in style - is probably the most important European contribution to strategic thinking for many years. It will be vital reading for all who want to understand what distinguishes the successful company.

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To create a competitive advantage, a company must commit itself to developing a set of capabilities superior to its competitors; But such commitments tend to be costly and hard to reverse. How then, should a company decide which broad path, or strategy, to commit itself to? And how are competition and

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uncertainty to be
accounted for in that
decision? In this
brilliant reassessment of
how companies gain and
sustain competitive
advantage, Pankaj
Ghemawat consolidates
contemporary research
in economics and other
disciplines into a
comprehensive yet
practical framework for
comparing

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Landscapes
commitments to
strategically distinct
options. This framework
will help managers
address specific
strategic choices such as
entry, exit,
vertical/horizontal
integration, capacity
expansion, and
innovation, as well as
choices of generic
strategy. Step by
systematic step,

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Ghemawat provides managers with the tools and techniques they need to improve the quality of the choices that they make.

Specifically, Ghemawat discusses: * how to identify the choices that are truly strategic -- that involve commitment -- before rather than after the fact * how to analyze the short-run

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and long-run competitive positions implied by a particular strategic option * how to assess the sustainability of superior competitive positions over time * how to account for the flexibility afforded by a particular option in dealing with future uncertainties * how to deal with both honest

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mistakes and deliberate distortions in the process of choice This pathbreaking book will help managers invest in the future. Its logic applies to choices involving disinvestment as well as those involving investment -- and to choices that embody elements of both. Its logic can be used for diagnostic

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purposes, such as the valuation of business, and most broadly, it will force managers to think about important issues that they may have tended to ignore.

Ghemawat's discussion of these important ideas is concise, studded with detailed examples, based on rigorous research and, above all, practical. It will become

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required reading for thoughtful practitioners as well as practitioners to be in the 1990s.

Provides a diagnostic tool for readers to assess their business model and usher it through a six-stage continuum toward openness. This book also identifies the barriers to creating open business models (such as the not invented here

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syndrome and the not
sold here virus) and
explains how to
surmount them.

Redefining Global
Strategy, with a New
Preface

How Business
Strategies Add Value
A New Integration

When the Map Changes
the Landscape
Competitive

Environmental Strategy

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Landscape
... and the Eight Other
Business Delusions That

Deceive Managers

Core Concepts by

Pankaj Ghemawat,

ISBN

*An introductory
strategy textbook that
adopts a value-focused,
firm-centered
perspective on strategy.
The book is rigorous in
its research base,
pragmatic in its focus,*

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and concise. This fourth edition includes chapters on competitive dynamics (with Bruno Cassiman), corporate strategy (with Jan Rivkin), and more. It combines academic thinking with examples and insights drawn from consulting. It is difficult to overstate the importance of China to the world

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economy, and yet the majority of books either look at Chinese business by applying Western frameworks or models to the context of China or focus on a particular aspect of business in China. Authored by an academic expert on China, this new, completely revised edition of Chinese Business offers its

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readers a

comprehensive and systematic body of knowledge of Chinese business. It has taken a holistic perspective, intending to achieve a balance between the academic and practical, between theory and practice and between traditional and current (Internet-based) industry. The

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*framework of this book
subsumes all the major
factors that should be
taken into consideration
when Western
companies contemplate
a China strategy,
including history,
philosophy, ancient
military classics,
strategy and marketing,
innovation, Internet
business and human
resources. The*

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discussion of these factors is supplemented with insightful case studies. Chinese Business, Second Edition, can be used as a textbook for undergraduates and postgraduates at business schools and as a useful reference for researchers, senior executives, consultants and government

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*officials involved in
Chinese business.*

*Digital transformation
is no longer news--it's a
necessity. Despite the
widespread threat of
disruption, many large
companies in
traditional industries
have succeeded at
digitizing their
businesses in truly
transformative ways.*

The New York Times,

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formerly a bastion of traditional media, has created a thriving digital product behind a carefully designed paywall. Best Buy has transformed its business in the face of Amazon's threat. John Deere has formed a data-analysis arm to complement its farm-equipment business. And Goldman Sachs and many others

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are using digital technologies to reimagine their businesses. In Driving Digital Strategy, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at Fortune 500

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companies. He knows what works and what doesn't. Merely dabbling in digital or launching a small independent unit, which many companies do, will not bring success. Instead you need to fundamentally change the core of your business and ensure that your digital strategy touches all aspects of

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your organization: your business model, value chain, customer relationships, and company culture. Gupta covers each aspect in vivid detail while providing navigation tips and best practices along the way. Filled with rich and illuminating case studies of companies at the forefront of digital

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*transformation,
Driving Digital Strategy*

*is the comprehensive
guide you need to take
full advantage of the
limitless opportunities
the digital age provides.
Successful companies
rely on traditional
factors of production
for their survival. Yet
the most important and
sustainable sources of
competitive*

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advantage—knowledge, customer relations, supply-on-demand, micromanagement, and other forms of "intellectual capital"—often don't even appear on many companies' reporting systems. The results of this lack of attention to intellectual capital can be disastrous for companies and their

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stockholders. Providing an organizational system that helps managers maximize the flow of intellectual capital in their companies, Intellectual Capital presents the insights gained by leading experts from the practice, research, and consulting side of business management. Starting with a

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definition of intellectual capital and its main components, the book offers a step-by-step "process model" to rooting out corporate inefficiency at all levels. Illustrated with vivid case studies, the book also covers the latest thinking and practices of the "second generation" of intellectual capital

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*practices, from
consolidating
intellectual capital
measures into a single
"IC Index" to linking
them with shareholder
value creation systems.
A Digital Framework
for Industry 4.0
Reframing Business
Principles and Practices
Intellectual Capital
Strategy and the
Business Landscape*

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*Foundations of
Landscape
Corporate Success*

*A Guide To The
Changing Business
Landscape*

**NEW YORK
TIMES**

**BESTSELLER #1
WALL STREET
JOURNAL**

**BESTSELLER
USA TODAY
BESTSELLER
BLUE OCEAN**

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SHIFT is the essential follow up to Blue Ocean Strategy, the classic and 3.6 million copy global bestseller by world-renowned professors W. Chan Kim and Renee Mauborgne. Drawing on more

**than a decade of
new work, Kim
and Mauborgne
show you how to
move beyond
competing,
inspire your
people's
confidence, and
seize new
growth, guiding
you step-by-step
through how to
take your**

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**organization
from a red ocean
crowded with
competition to a
blue ocean of
uncontested
market space. By
combining the
insights of
human
psychology with
practical market-
creating tools
and real-world**

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**guidance, Kim
and Mauborgne
deliver the
definitive guide
to shift yourself,
your team, or
your
organization to
new heights of
confidence,
market creation,
and growth. They
show why
nondisruptive**

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**creation is as
important as
disruption in
seizing new
growth. BLUE
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packed with all-
new research and
examples of how
leaders in diverse
industries and
organizations
made the shift
and created new**

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**markets by
applying the
process and tools
outlined in the
book. Whether
you are a cash-
strapped startup
or a large,
established
company,
nonprofit or
national
government, you
will learn how to**

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**move from red to
blue oceans in a
way that builds
your people's
confidence so
that they own
and drive the
process. With
battle-tested
lessons learned
from successes
and failures in
the field, BLUE
OCEAN SHIFT is**

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**critical reading
for leaders,
managers, and
entrepreneurs
alike. You'll learn
what works, what
doesn't, and how
to avoid the
pitfalls along the
way. This book
will empower you
to succeed as you
embark on your
own blue ocean**

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**journey. BLUE
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indispensable for
anyone
committed to
building a
compelling
future.**

**Is your company
spending too
much time on
strategy develop
ment—with too
little to show for**

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**it? If you read
nothing else on
strategy, read
these 10 articles
(featuring “What
Is Strategy?” by
Michael E.
Porter). We've
combed through
hundreds of
Harvard
Business Review
articles and
selected the most**

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**important ones
to help you
catalyze your
organization's
strategy
development and
execution. HBR's
10 Must Reads
on Strategy will
inspire you to:
Distinguish your
company from
rivals Clarify
what your**

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**company will and
won't do Craft a
vision for an
uncertain future
Create blue
oceans of
uncontested
market space
Use the Balanced
Scorecard to
measure your
strategy Capture
your strategy in a
memorable**

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**phrase Make
priorities explicit
Allocate
resources early
Clarify decision
rights for faster
decision making
This collection of
best-selling
articles includes:
featured article
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Strategy?" by
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**Porter, "The Five
Competitive
Forces That
Shape Strategy,"
"Building Your
Company's
Vision,"
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Your Business
Model," "Blue
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Successful
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Execution,"

**"Using the
Landscape**

Balanced

Scorecard as a

Strategic

Management

System,"

"Transforming

Corner-Office

Strategy into

Frontline

Action," "Turning

Great Strategy

into Great

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**Performance,"
and "Who Has
the D? How Clear
Decision Roles
Enhance
Organizational
Performance."**

**Digital
transformation is
not about
technology--it's
about change. In
the rapidly
changing digital**

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**economy, you
can't succeed by
merely tweaking
management
practices that led
to past success.
And yet, while
many leaders and
managers
recognize the
threat from
digital--and the
potential
opportunity--they**

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**lack a common
landscape
language and
compelling
framework to
help them assess
it and guide
them in
responding. They
don't know how
to think about
their digital
business model.
In this concise,
practical book,**

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**MIT digital
research leaders
Peter Weill and
Stephanie
Woerner provide
a powerful yet
straightforward
framework that
has been field-
tested globally
with dozens of
senior
management
teams. Based on**

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**years of study at
the MIT Center
for Information
Systems
Research (CISR),
the authors find
that digitization
is moving
companies'
business models
on two
dimensions: from
value chains to
digital**

ecosystems, and from a fuzzy understanding of the needs of end customers to a sharper one. Looking at these dimensions in combination results in four distinct business models, each with different capabilities. The

book then sets out six driving questions, in separate chapters, that help managers and executives clarify where they are currently in an increasingly digital business landscape and highlight what's

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needed to move toward a higher-value digital business model. Filled with straightforward self-assessments, motivating examples, and sharp financial analyses of where profits are made, this smart book will help

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**you tackle the
threats, leverage
the
opportunities,
and create
winning digital
strategies.**

**Now beyond its
eleventh printing
and translated
into twelve
languages,
Michael Porter's
The Competitive**

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Advantage of Nations has changed completely our conception of how prosperity is created and sustained in the modern global economy.

Porter's groundbreaking study of international

**competitiveness
has shaped
national policy in
countries around
the world. It has
also transformed
thinking and
action in states,
cities,
companies, and
even entire
regions such as
Central America.
Based on**

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**research in ten
leading trading
nations, The
Competitive
Advantage of
Nations offers
the first theory
of
competitiveness
based on the
causes of the
productivity with
which companies
compete. Porter**

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**shows how
traditional
comparative
advantages such
as natural
resources and
pools of labor
have been
superseded as
sources of
prosperity, and
how broad
macroeconomic
accounts of**

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**competitiveness
are insufficient.**

**The book
introduces
Porter's
"diamond," a
whole new way to
understand the
competitive
position of a
nation (or other
locations) in
global
competition that**

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**is now an
integral part of
international
business
thinking.**

**Porter's concept
of "clusters," or
groups of
interconnected
firms, suppliers,
related
industries, and
institutions that
arise in**

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**particular
locations, has
become a new
way for
companies and
governments to
think about
economies,
assess the
competitive
advantage of
locations, and set
public policy.
Even before**

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**publication of
the book,**

**Porter's theory
had guided
national
reassessments in
New Zealand and
elsewhere. His
ideas and
personal
involvement have
shaped strategy
in countries as
diverse as the**

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**Netherlands,
Portugal, Taiwan,
Costa Rica, and
India, and
regions such as
Massachusetts,
California, and
the Basque
country.**

**Hundreds of
cluster initiatives
have flourished
throughout the
world. In an era**

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**of intensifying
global
competition, this
pathbreaking
book on the new
wealth of nations
has become the
standard by
which all future
work must be
measured.
Blue Ocean Shift**

HBR's 10 Must

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**Reads on
Strategy
(including
featured article
"What Is
Strategy?" by
Michael E.
Porter)
Six Questions to
Help You Build
the Next-
Generation
Enterprise
Business Model**

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**Innovation
Strategy Analysis
Practices and
Tools for
Business Leaders
and Strategy
Practitioners
Commitment
*New Tools for
Succeeding Globally
Why do so many
global strategies
fail--despite
companies' powerful***

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***brands and other
border-crossing
advantages?***

***Because a one-size-
fits-all strategy no
longer stands a
chance. When firms
believe in the
illusions of a "flat"
world and the death
of distance, they
charge across
borders as if the
globe were one***

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seamless marketplace. But cross-border differences are larger than we assume. Most economic activity--including trade, real and financial investment, tourism, and communication--happens locally, not internationally. In

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this

"semiglobalized"

approach,

companies can

cross borders more

profitably by basing

their strategies on

the geopolitical

differences that

matter; they must

identify the barriers

their strategies will

have to overcome,

and they must build

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***bridges to cross
those barriers.***

***Based on rigorous
research, Pankaj
Ghemawat shows
how to create
successful
strategies and
provides practical
management tools
so you can: Assess
the cultural,
administrative,
geographic, and***

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economic differences between regions at the industry level--and decide which ones require attention Track the implications of the specific border-crossing actions that will impact your company's ability to create value the most Generate

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**superior
performance
through strategies
that are optimized
for the three A's:
adaptation
(adjusting to
differences),
aggregation
(overcoming
differences), and
arbitrage (exploiting
differences) Using in-
depth examples,**

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Ghemawat reveals how companies such as Cemex, Toyota, Procter & Gamble, Tata Consultancy Services, IBM, and GE Healthcare are adroitly managing cross-border differences. He also shares examples of other well-known companies that have

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*failed at this
challenge. Crucial
for any business
competing across
borders, Redefining
Global Strategy will
help you make the
most of our
semiglobalized
world.*

*Outlines an
approach to high-
performance
problem-solving and*

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***decision-making
that draws on
insights from
survival guides, pop
culture and other
sources. Co-written
by the award-
winning author of
The Upside of
Turbulence. 75,000
first printing.***

***•The editors should
be commended for
developing a Map of***

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***the Landscape of
Family Business***

***Outcomes. It gives
future research
direction to the
discipline
considering both
short-term
profitability and long-
term sustainability.
It considers
conventional c
"Go Slow to Go
Fast" is the step-***

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*wise procedural
approach that
reviewers have
called “a timely
book that creates
much needed
dialogue” about how
to challenge the
norms using
empirical findings
that will ‘work,’
‘will matter’ and
‘will stick!’ Others
have stated the*

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“usefulness of the text at a time where industries are facing a crisis in leadership; integrating a fresh approach from the objective advice offered throughout the text.”

***Leading in the New Strategy Landscape
Landscapes and Strategies***

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***Core Concepts
Simple Rules***

***The Landscape of
Family Business***

***The New Global
Road Map***

***A Business Model
Approach***

This book is rich with
real world marketing
case studies that
easily translate to
tactics and strategies
every business can

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use to move to the next level in sales, competitive positioning and branding. A true marketer's cheat sheet on how others did it, and how it could work for you. "Magic Bullets" has: 131 real world case studies that show how other businesses differentiated

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themselves; Stories to take these strategies from ideas to functional plans -- not just major player stories, small business stories that everyone can relate to.

Presents a historical perspective on business-level (versus corporate- level) strategy, while

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addressing contemporary debates in the field. Based on several Harvard Business School professors' experience teaching the school's first-year course on competition and strategy, the text presents important In Cases about Redefining Global

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Strategy, Pankaj Ghemawat and Jordan Siegel have assembled 26 full-length case studies as a resource for active learning about the nature of cross-border differences and strategies. As technology innovation globalizes markets and firms, management

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education must adopt a truly modern perspective on globalization—one that illuminates differences across borders rather than emphasizing similarities and imposing local models onto far-flung cultures. A new generation of managers and

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innovators who must compete in a "flat" world cannot succeed while following a one-size-fits-all approach to global strategy.

Pankaj Ghemawat,
Professor of Strategy
at Spain's IESE

Business School and
author of World 3.0
and Redefining Global
Strategy, and Harvard
Business School

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Professor Jordan Siegel represent a new era of thinking in global strategy. This carefully chosen selection of classics and new material from Harvard Business Publishing also includes an introduction and six introductory module notes that identify key themes and

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strategic concepts explored in the cases.

Though attuned to the format of an MBA course, the cases and text may also be used individually or in programs outside the strategy curriculum.

A Guide to
Reimagining Your
Business
Crisis Management in
the New Strategy

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Fundamentals of
Global Strategy
How to Thrive in the
New Innovation
Landscape
Cases about
Redefining Global
Strategy
Crossing Borders in a
World Where
Differences Still
Matter
The Changing

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Landscape of Global
Businesses