

The End Of Competitive Advantage

Filled with compelling examples from “growth outlier” firms such as Fujifilm, Cognizant Technology Solutions, Infosys, Yahoo! Japan, and Atmos Energy, *The End of Competitive Advantage* is your guide to renewed success and profitable growth in an economy increasingly defined by transient advantage.

The End of Competitive Advantage - Rita Gunther McGrath

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What once worked well may no longer fit today's changing reality. With outdated approaches to strategy this can happen quickly and put your business at significant risk, and you may not even ...

The End of Competitive Advantage - Harvard Business Review

"*The End of Competitive Advantage*" is based on a compelling premise: that the traditional view of competitive advantage is no longer viable in today's marketplace. As innovation accelerates, says McGrath, companies must recognize that a market advantage is transient.

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When competitive advantages don't last, or last for a much shorter time than they used to, the strategy playbook needs to change. Leaders have inherited a lot of ideas that may have made sense at one point but aren't keeping up with the pace of strategic change today.

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