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COMPETITIVE STRATEGY



MIT University Press Group Ltd Aug 2014, 2014. Taschenbuch. Condition: Neu. Neuware - Corporate managers who face both strategic uncertainty and market uncertainty confront a classic trade-off between commitment and flexibility. They can stake a claim by making a large capital investment today, influencing their rivals behavior, or they can take a 'wait and see' approach to avoid adverse market consequences tomorrow. In Competitive Strategy, Benoit Chevalier-Roignant and Lenos Trigeorgis describe an emerging paradigm that can quantify and balance...

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- Authored by Benoit Chevalier-Roignant & Lenos Trigeorgis
- Released at 2014



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