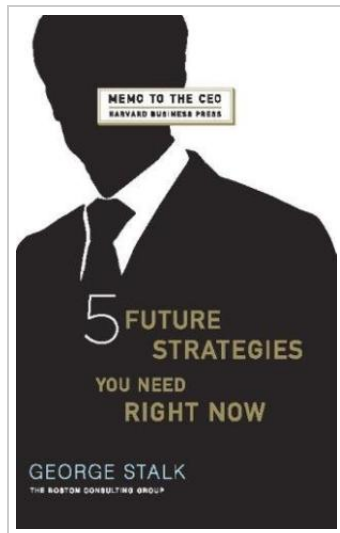




Five Future Strategies You Need Right Now (Hardback)

By George Stalk, John Butman

Harvard Business Review Press, United States, 2008. Hardback. Condition: New. Language: English . Brand New Book. It s easy to miss many innovations in strategy until they appear on the front page of a major business publication. But by then everyone--including all your competitors--is using them. As a CEO or senior executive, your job is to detect these strategies? and implement them--before your competitors. That s where this book comes in. Author George Stalk has often been called a guru of business strategy. In the 1980s, before anyone else saw its importance, he and his colleagues at The Boston Consulting Group developed the concept of time-based competition: how meeting the needs of your customers faster than your competitors can give you an unassailable advantage. In this Memo to the CEO, Stalk discusses five strategies that have not yet become widely practiced but are nonetheless worthy of your attention now. He offers advice on how to identify and manage them while they still present opportunities to jump ahead of the competition. They are: Addressing supply chain deficiencies One example of a supply chain crisis is the growing lack of West Coast port capacity. Stalk reviews the strategic implications of this problem, reveals...

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