

The Shifting Source of Competitive Advantage

WHAT ELSE CAN WE MAKE AND SELL?

WHAT ELSE CAN WE DO FOR OUR CUSTOMERS?

UPSTREAM ACTIVITIES				DOWNSTREAM ACTIVITIES		
Sourcing	Production	Logistics	Innovation	Shaping Customer Perception	Innovation	Building Accumulative Advantage
Contract with lowest-cost suppliers	Reduce costs/ maximize scale and throughput	Optimize supply-chain and distribution efficiency	Build better products	Define competitive set Change purchase criteria Build trust	Tailor offering to consumption circumstances Reduce customer costs and risks	Harness network effects Accrue and deploy customer data

FIXED COSTS, CUSTOMER VALUE, AND COMPETITIVE ADVANTAGE ARE MOVING DOWNSTREAM

What Is Strategy Harvard Business Review



Harvard Business Review

What Is Strategy Harvard Business Review:

Harvard Business Review Manager's Handbook Harvard Business Review, 2016-12-13 The one primer you need to develop your managerial and leadership skills Whether you're a new manager or looking to have more influence in your current management role the challenges you face come in all shapes and sizes a direct report's anxious questions your boss's last minute assignment of an important presentation or a blank business case staring you in the face To reach your full potential in these situations you need to master a new set of business and personal skills Packed with step by step advice and wisdom from Harvard Business Review's management archive the HBR Manager's Handbook provides best practices on topics from understanding key financial statements and the fundamentals of strategy to emotional intelligence and building your employees trust The book's brief sections allow you to home in quickly on the solutions you need right away or take a deeper dive if you need more context Keep this comprehensive guide with you throughout your career and be a more impactful leader in your organization In the HBR Manager's Handbook you'll find Step by step guidance through common managerial tasks Short sections and chapters that you can turn to quickly as a need arises Self assessments throughout Exercises and templates to help you practice and apply the concepts in the book Concise explanations of the latest research and thinking on important management skills from Harvard Business Review experts such as Dan Goleman Clayton Christensen John Kotter and Michael Porter Real life stories from working managers Recaps and action items at the end of each chapter that allow you to reinforce or review the ideas quickly The skills covered in the book include Transitioning into a leadership role Building trust and credibility Developing emotional intelligence Becoming a person of influence Developing yourself as a leader Giving effective feedback Leading teams Fostering creativity Mastering the basics of strategy Learning to use financial tools Developing a business case HBR Handbooks provide ambitious professionals with the frameworks advice and tools they need to excel in their careers With step by step guidance time honed best practices real life stories and concise explanations of research published in Harvard Business Review each comprehensive volume helps you to stand out from the pack whatever your role

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Contemporary Strategy Analysis Text Only Robert M. Grant,2014-09-23 Robert M Grant combines a highly accessible writing style with a concentration on the fundamentals of value creation and an emphasis on practicality in this leading strategy text In this new edition he includes an even greater focus on strategy implementation that reflects the needs of firms to reconcile scale economies with entrepreneurial flexibility innovation with cost efficiency and globalization with local responsiveness This edition also incorporates some of the key strategic issues of today including post financial crisis adjustment the continuing rise of China India and Brazil and the increased emphasis on ethics and sustainability Coverage is also provided on strategy in not for profit organizations Contemporary Strategy Analysis 8th Edition is suitable for both MBA and advanced undergraduate students It has been adopted by leading business schools all across the world **Harvard Business Review** ,1993 *HBR Guide to Setting Your Strategy* Harvard Business Review,2020-07-21 Set your company up for the long term Every company needs a strategy A focused strategy aligns decision making throughout the organization and helps establish a competitive edge in the marketplace But with so many options to consider how do you define a unique strategy that will ensure growth Whether you re starting a business from scratch or in an existing company facing new threats this book offers the direction you need The HBR Guide to Setting Your Strategy provides practical tips and advice that break down the process of crafting strategy so you can identify the areas your company should build on and help it thrive long into the future You ll learn to Understand what strategy is and what it isn t Define your mission values and purpose Recognize your company s distinct capabilities Conduct better strategic discussions with your team Communicate your strategy throughout the company Make a plan for pushing your strategy forward Arm yourself with the advice you need to succeed on the job with the most trusted brand in business Packed with how to essentials from leading experts the HBR Guides provide smart answers to your most pressing work challenges **HBR's 10 Must Reads on Change Management (including featured article "Leading Change," by John P. Kotter)** Harvard Business Review,John P. Kotter,W. Chan Kim,Renée A. Mauborgne,2011-02-24 Most company s change initiatives fail Yours don t have to If you read nothing else on change management read these 10 articles featuring Leading Change by John P Kotter We ve combed through hundreds of Harvard Business Review articles and selected the most important ones to help you spearhead change in your organization HBR s 10 Must Reads on Change Management will inspire you to Lead change through eight critical stages Establish a sense of urgency Overcome addiction to the status quo Mobilize commitment Silence naysayers Minimize the pain of change

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