



Mastering the Rules of Competitive Strategy: A Resource Guide for Managers

Norton Paley

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The stakes are high and real. Money is spent. Personnel are committed in a battle for the triumph or downfall of a company. Yet, given the same circumstances, some companies continue to thrive while others wash out and become also-rans. In the end, it is the dynamics of the competitive marketplace, the quality of the organization's business plan, and the ability to successfully implement strategies, that validate and ensure a company's existence.

Mastering the Rules of Competitive Strategy: A Resource Guide for Managers blends selected historical lessons with modern business practice to provide a solid platform on which to understand, develop, and apply competitive business strategies. It identifies commonalities in culture and strategy among businesses that have successfully adapted to changing marketplaces and emerging competitors. The author defines nine distinct rules of strategy to implement in your own company to achieve the same level of success.

Each rule or chapter is supported with real-company examples, quick-tip guidelines, and applications. Each includes a Strategy Diagnostic Tool to provide a reliable performance measure that supports you in building, evaluating, and monitoring your business strategies. The book emphasizes developing your ability to think and act like a strategist. An outline of a Strategic Business Plan in the Appendix provides a starting place for developing your strategies, as well as a format for presenting your ideas to management.

By deliberately and systematically following these nine enduring rules of competitive strategy you will overcome obstacles that have crushed other businesses. Integrating them into your business plans can increase your chances of triumphing over rivals who are looking to oust you from the marketplace.

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