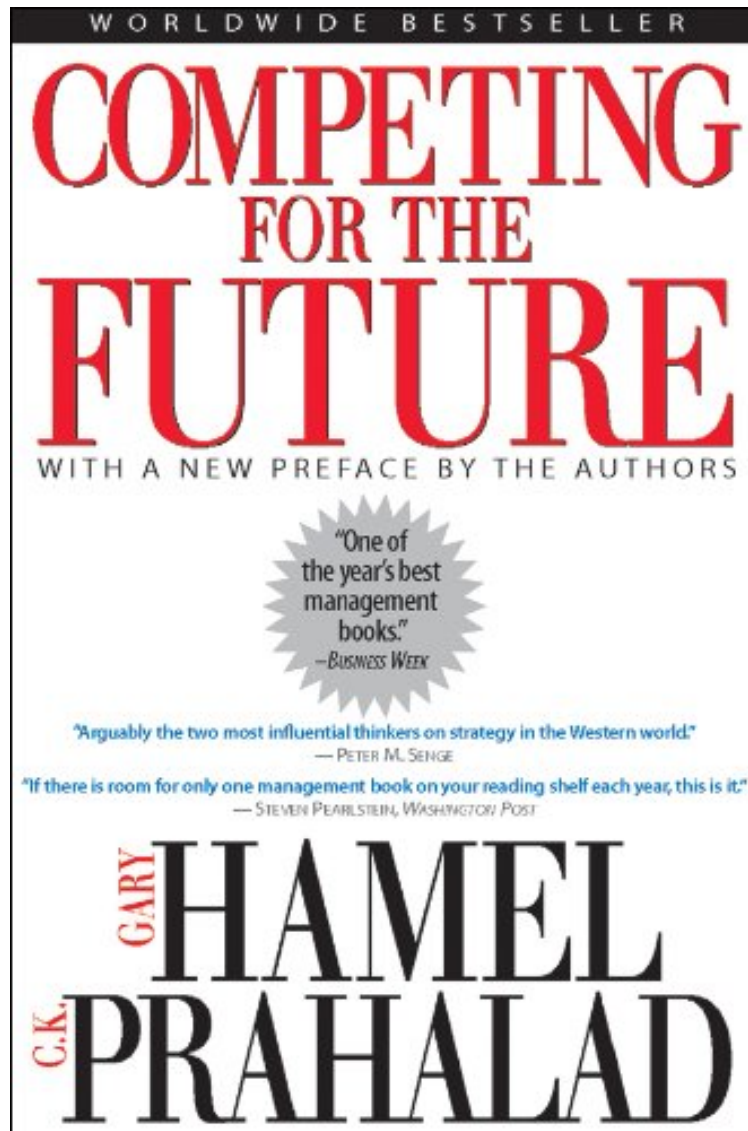


Competing for the Future

Gary Hamel, C. K. Prahalad

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Gary Hamel, C. K. Prahalad : Competing for the Future before purchasing it in order to gauge whether or not it would be worth my time, and all praised Competing for the Future:

0 of 0 people found the following review helpful. Totally worth it By Martiacute;n Mengarelli Totally worth reading it. As the authors themselves put it, it's a book about making a difference. With plenty of real life experiences, the authors lead us to learn to enlarge our vision and knowledge... to see how we can better compete for the future. Highly recommended. 0 of 0 people found the following review helpful. I highly recommend it. By Matt Mayevsky Competing for the Future is a must read for every manager and entrepreneur who wants to change the world. The book does not

provide ready-made recipe to catch up with the future, this book teaches you how to think about the future. I highly recommend it. 2 of 2 people found the following review helpful. Dated....But the first half had some real pearls of wisdom. By Robert Kirk This is a book that generally speaks to a "senior manager" who is capable of steering company culture but I truly believe anyone can change the culture in their own space. The book did a great job of emphasizing the importance of never standing still and the constant need for change. Yes, not new information but to hear it and see examples is important to your organization's growth. Many great examples of real companies competing from less advantageous positions and ultimately outperforming their competition. Again, the first half is very valuable. I struggled to find more value in the second half of the book. In summary, a very good book to help you evaluate your own competitive standing and help you adjust to succeed in the future.

New competitive realities have ruptured industry boundaries, overthrown much of standard management practice, and rendered conventional models of strategy and growth obsolete. In their stead have come the powerful ideas and methodologies of Gary Hamel and C.K. Prahalad, whose much-revered thinking has already engendered a new language of strategy. In this book, they develop a coherent model for how today's executives can identify and accomplish no less than heroic goals in tomorrow's marketplace. Their masterful blueprint addresses how executives can ease the tension between competing today and clearing a path toward leadership in the future.