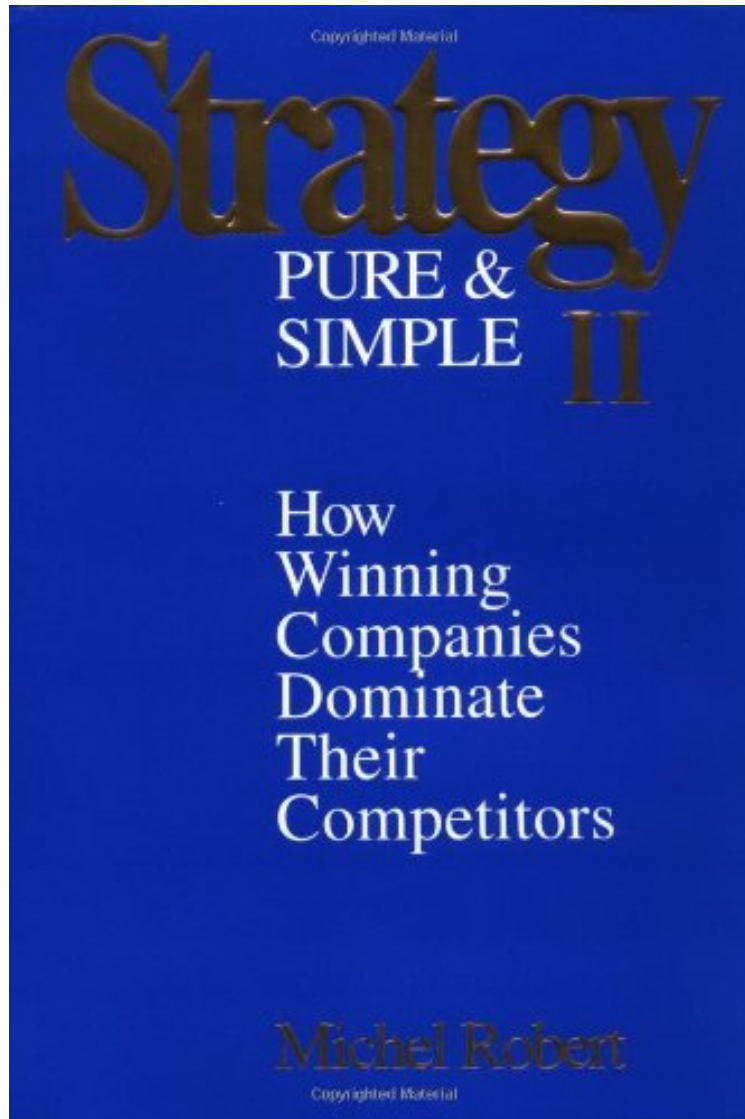


[Download] Strategy Pure Simple II: How Winning Companies Dominate Their Competitors: No. 2 (Management Leadership)

Strategy Pure Simple II: How Winning Companies Dominate Their Competitors: No. 2 (Management Leadership)

Michel Robert

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Michel Robert : Strategy Pure Simple II: How Winning Companies Dominate Their Competitors: No. 2 (Management Leadership) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategy Pure Simple II: How Winning Companies Dominate Their Competitors: No. 2 (Management Leadership):

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Grant Naser An insightful book. Well written with good examples. I am a convert to the DPI methodology!! 10 of 0 people found the following review helpful. Textbook for College Course... By Brit_Culp It was a good book and in great shape. It arrived on time or before so I had it in time for class. I wouldn't have bought it for my own general reading. 2 of 2 people found the following review helpful. A good overview By Customer You will not be able to defeat your competitors by imitating them, says Michel Robert founder and president of Decision Processes International, Inc. Instead you must find something that you do better than your competitors, something different. Michel Robert has created a step-by-step method you can use to create a winning business strategy based on what you do best, not what your competitors are doing.

1. Identify your company's driving force. The driving force of your company can be either a skill set, a kind of technology or a specific market segment. All decisions, including product development, customer to target and markets to enter are based on your driving force.
2. Write a short business concept. The business concept should address the specific types of products/services, customers, market segments and geographic markets to which your strategy applies, and how the company will add value to these products/customers. The business concept should also have a tone of growth and a direction for the future of the organization.
3. Identify and nurture the skills or areas of excellence needed to implement your strategy. An area of excellence is something your company does better than anything else it does, and better than anything the competitors do. Your areas of excellence must be aligned with the driving force of your company.
4. Identify the critical issues you must address to implement the strategy. Address critical issues for implementation in four areas: Structure, Processes/Systems, Skills/Competencies, and Compensation. Create operational and strategic plans for improvement. Make sure you budget enough resources to make everything happen.

Robert also provides tips on how to anticipate and manage the strategies of your competitors.

- Make sure that your strategy puts you in a position to control or influence your market.
- Identify your competitors as well as their driving forces and strategies.
- Attack your competitor's strategy by diluting, diminishing or neutralizing their areas of excellence.

Drawing on his 20 years of pioneering research and work with some 400 top companies, Robert offers today's executives guidance in strategy formulation, implementation, and deployment. Filled with examples drawn from the experiences of today's commercial leaders and interviews with CEOs of companies in a variety of industries, this updated edition of a revolutionary and inspiring best seller offers a sure-fire process of strategic thinking that's been tested and refined in the "war rooms" of America's most successful corporations.

From the Back Cover Advance your company using the surefire process that's been tested and refined in the "war rooms" of America's most successful corporations. Don't "play the game" the way your competitors do. Instead formulate and deploy a distinctive strategy that changes the rules to your favor. In this updated edition of the best-seller, *Strategy Pure Simple II: How Winning Companies Dominate Their Competitors*, noted consultant Michel Robert shows you how to use strategic thinking, today's most important management tool, to put your company on a growth-oriented path to the future. Find out how to: overcome the key obstacles to strategic thinking; craft a future profile for your organization; articulate a meaningful business concept; utilize strategic leverage; make competition practically irrelevant; benefit from product innovation and market fragmentation; avoid mistakes when making alliances and acquisitions. Filled with fascinating case studies that reveal the wisdom of Robert's theories, this bold and inspiring guide will help you to outthink, outsmart, and outpace your competitors.

About the Author Michel Robert is founder and president of Decision Processes International, Inc., a consulting firm headquartered in Westport, Connecticut which has 60 partners in 15 countries. His clients include such major companies as Caterpillar, 3M, and GATX. A noted lecturer and the author of six books including *Product Innovation and Strategy Pure Simple: How Winning Companies Outpace their Competitors*, his writings have appeared in many business magazines and journals.