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"Competition Demystified" is a brilliant challenge to Michael Porters "Competitive Strategy," Sylvia Nasar "Superb, with a deft balance between theory and case studies that offer fascinating explanations of strategic adventures by prominent companies" "The Toronto Globe and Mail" --This text refers to an alternate kindle_edition edition.

Competition Demystified: A Radically Simplified Approach ...

Competition Demystified: A Radically Simplified Approach to Business Strategy Bruce C. Greenwald , Judd Kahn Bruce Greenwald, one of the nation's leading business professors, presents a new and simplified approach to strategy that cuts through much of the fog that has surrounded the subject.

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However, professor Bruce Greenwald and Judd Kahn go a little further in their book Competition Demystified: A Radically Simplified Approach to Business Strategy, suggesting that some forces are more important than others. In particular, they believe barriers to entry, or the threat of new entrants, to be the most essential consideration.

Competition Demystified - Bruce Greenwald - Review Summary

Competition Demystified: A Radically Simplified Approach to Business Strategy. New York, N.Y.: Portfolio, September 2005. Each author name for a Columbia Business School faculty member is linked to a faculty research page, which lists additional publications by that faculty member.

Competition Demystified: A Radically Simplified Approach ...

Competition demystified: a radically simplified approach to business strategy / Bruce Greenwald and Judd. Kahn. p. cm. Includes index. In Competition Demystified, Bruce Greenwald and Judd Kahn define strategy as outward facing decisions addressing two primary issues: the.

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Competition Demystified: A Radically Simplified Approach ...

In Competition Demystified, Bruce Greenwald, one of the nation's leading economists, presents a new and simplified approach to business strategy that cuts through much of the fog that has surrounded the subject. Based on his hugely popular course at Columbia Business School, Greenwald and co-author Judd Kahn offer an easy-to-follow method for understanding the competitive structure of your ...

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