



# The Portable MBA in Strategy

From Wiley

Download now

Read Online 

## The Portable MBA in Strategy From Wiley

Over 525,000 Copies of the Portable MBA Series Sold

Learn the best new ideas in BUSINESS STRATEGY from the brightest lights in the field

This Second Edition of the phenomenally successful Portable MBA in Strategy brings you the latest developments in strategic thought, analysis, and implementation from an all-star team of teachers, authors, and consultants. Harvard's Michael E. Porter shows you how to enhance competitive advantage through a global strategy. C. K. Prahalad explains how to create and leverage core competencies—a strategy that has led many organizations to overwhelming success. Jeffrey Samler of the London Business School demonstrates how the Internet and the rapidly evolving e-business economy challenge many of our fundamental ideas about strategy.

H. Kurt Christensen and Anil Gupta map strategy alternatives for the corporate organization and its business units. Irene Duhaime demonstrates the relevance of strategy for small businesses. And John F. Mahon, Barbara Bigelow, and Liam Fahey explore political strategy—the need to manage relationships with the concerned segments of the public, trade associations, governmental agencies, community groups, and other stakeholders.

You'll find penetrating insights about strategy-making from David Collis of Yale, George Day of the Wharton School at the University of Pennsylvania, Ellen Hart of Gemini Consulting, and many others. To take advantage of the newest, most innovative, most effective ideas in business strategy from minds that thrive on the cutting edge, start reading The Portable MBA in Strategy, Second Edition today.

 [Download The Portable MBA in Strategy ...pdf](#)

 [Read Online The Portable MBA in Strategy ...pdf](#)



# The Portable MBA in Strategy

*From Wiley*

## The Portable MBA in Strategy From Wiley

Over 525,000 Copies of the Portable MBA Series Sold

Learn the best new ideas in BUSINESS STRATEGY from the brightest lights in the field

This Second Edition of the phenomenally successful Portable MBA in Strategy brings you the latest developments in strategic thought, analysis, and implementation from an all-star team of teachers, authors, and consultants. Harvard's Michael E. Porter shows you how to enhance competitive advantage through a global strategy. C. K. Prahalad explains how to create and leverage core competencies-a strategy that has led many organizations to overwhelming success. Jeffrey Sampler of the London Business School demonstrates how the Internet and the rapidly evolving e-business economy challenge many of our fundamental ideas about strategy.

H. Kurt Christensen and Anil Gupta map strategy alternatives for the corporate organization and its business units. Irene Duhaime demonstrates the relevance of strategy for small businesses. And John F. Mahon, Barbara Bigelow, and Liam Fahey explore political strategy-the need to manage relationships with the concerned segments of the public, trade associations, governmental agencies, community groups, and other stakeholders.

You'll find penetrating insights about strategy-making from David Collis of Yale, George Day of the Wharton School at the University of Pennsylvania, Ellen Hart of Gemini Consulting, and many others. To take advantage of the newest, most innovative, most effective ideas in business strategy from minds that thrive on the cutting edge, start reading The Portable MBA in Strategy, Second Edition today.

## The Portable MBA in Strategy From Wiley Bibliography

- Sales Rank: #910950 in Books
- Published on: 2000-11-16
- Original language: English
- Number of items: 1
- Dimensions: 10.28" h x 1.33" w x 7.22" l, 2.13 pounds
- Binding: Hardcover
- 432 pages

 [Download The Portable MBA in Strategy ...pdf](#)

 [Read Online The Portable MBA in Strategy ...pdf](#)

## **Editorial Review**

### **From the Inside Flap**

The ultimate goal for all managers is to enable their organization to thrive in the marketplace-to produce offerings that customers value highly and to outperform the competition according to key metrics. The Portable MBA in Strategy, Second Edition arms you with the critical knowledge you need to make the choices that will attract and retain the most valuable customers, to experiment and adapt rapidly in continuously changing markets, and to position your organization advantageously for the future.

Featuring contributions from internationally recognized leaders in strategic thought and practice, this fully updated Second Edition reflects the remarkable impact of e-business on all commercial activity, reveals the new opportunities and risks facing small business, and presents the latest methods of strategic analysis and implementation for domestic and global businesses. This unique resource offers a clear, practical guide to leading-edge strategic management practices, explains the strategic manager's tasks and objectives, and shows how management techniques such as scenario planning can be used to develop the foresight and insight necessary for short- and long-term wealth creation in a competitive, unpredictable business environment.

Formulating inventive, effective strategy requires careful analysis of customers, markets, competitors, and the organization. This comprehensive tutorial leads you through the process of internal and external analysis, showing you how to use the results to identify, develop, and assess strategic alternatives.

You'll learn how to translate bold strategy into action while operating at full speed-realigning the organization, reconfiguring operational processes, planning and administering a strategic shift, and customizing a strategy that fits your organization's strengths and provides competitive advantage in your marketplace. You'll also see how to integrate strategies that are seemingly opposites-low cost vs. high quality, sales growth vs. cost control, and investing for the long term vs. maximizing short-term profits.

Enlivened with insightful examples, revealing case studies, and best practices from many of today's dominant, adaptive organizations, The Portable MBA in Strategy, Second Edition is the most authoritative source for managers or students seeking explanations of state-of-the art analytical tools and effective guidance on strategy issues. No matter what type of business you are in, you can follow these practical guidelines to create an inventive, winning strategy for your organization.

### **From the Back Cover**

Over 525,000 Copies of the Portable MBA Series Sold

Learn the best new ideas in BUSINESS STRATEGY from the brightest lights in the field

This Second Edition of the phenomenally successful Portable MBA in Strategy brings you the latest developments in strategic thought, analysis, and implementation from an all-star team of teachers, authors, and consultants. Harvard's Michael E. Porter shows you how to enhance competitive advantage through a global strategy. C. K. Prahalad explains how to create and leverage core competencies-a strategy that has led many organizations to overwhelming success. Jeffrey Sampler of the London Business School demonstrates how the Internet and the rapidly evolving e-business economy challenge many of our fundamental ideas about strategy.

H. Kurt Christensen and Anil Gupta map strategy alternatives for the corporate organization and its business units. Irene Duhaime demonstrates the relevance of strategy for small businesses. And John F. Mahon,

Barbara Bigelow, and Liam Fahey explore political strategy-the need to manage relationships with the concerned segments of the public, trade associations, governmental agencies, community groups, and other stakeholders.

You'll find penetrating insights about strategy-making from David Collis of Yale, George Day of the Wharton School at the University of Pennsylvania, Ellen Hart of Gemini Consulting, and many others. To take advantage of the newest, most innovative, most effective ideas in business strategy from minds that thrive on the cutting edge, start reading *The Portable MBA in Strategy, Second Edition* today.

#### About the Author

LIAM FAHEY, an Adjunct Professor of Strategic Management at Babson College and Visiting Professor of Strategic Management at the Cranfield School of Management, consults for leading North American and European firms on competitive strategy and analysis. A frequent speaker in executive education programs and business management conferences, he is the author of *Competitors* (Wiley, 1999).

ROBERT M. RANDALL heads a New York-based publishing business and writes strategy articles, books, and white papers. He has held management positions in several Fortune 500 companies and edited several magazines for corporate decision-makers. He and Liam Fahey also collaborated on *Learning from the Future* (Wiley, 1998), a guide to scenario planning for managers.

## Users Review

### From reader reviews:

#### Charlotte Maas:

The actual book *The Portable MBA in Strategy* will bring someone to the new experience of reading a book. The author style to explain the idea is very unique. Should you try to find new book to read, this book very acceptable to you. The book *The Portable MBA in Strategy* is much recommended to you to learn. You can also get the e-book from official web site, so you can more easily to read the book.

#### William McNally:

Reading can called brain hangout, why? Because while you are reading a book specifically book entitled *The Portable MBA in Strategy* the mind will drift away trough every dimension, wandering in each aspect that maybe unidentified for but surely might be your mind friends. Imaging every single word written in a e-book then become one application form conclusion and explanation that will maybe you never get before. The *The Portable MBA in Strategy* giving you a different experience more than blown away the mind but also giving you useful data for your better life within this era. So now let us demonstrate the relaxing pattern here is your body and mind is going to be pleased when you are finished reading through it, like winning a game. Do you want to try this extraordinary investing spare time activity?

#### Carlos Mendoza:

Would you one of the book lovers? If yes, do you ever feeling doubt while you are in the book store? Aim to pick one book that you find out the inside because don't judge book by its cover may doesn't work at this point is difficult job because you are afraid that the inside maybe not since fantastic as in the outside look likes. Maybe you answer may be *The Portable MBA in Strategy* why because the fantastic cover that make you consider with regards to the content will not disappoint a person. The inside or content is definitely fantastic as the outside as well as cover. Your reading 6th sense will directly show you to pick up this book.

**Mary Norman:**

As a college student exactly feel bored to be able to reading. If their teacher requested them to go to the library or to make summary for some publication, they are complained. Just very little students that has reading's heart or real their pastime. They just do what the trainer want, like asked to go to the library. They go to right now there but nothing reading significantly. Any students feel that reading through is not important, boring and can't see colorful photos on there. Yeah, it is to be complicated. Book is very important to suit your needs. As we know that on this age, many ways to get whatever you want. Likewise word says, many ways to reach Chinese's country. Therefore , this The Portable MBA in Strategy can make you feel more interested to read.

**Download and Read Online The Portable MBA in Strategy From Wiley #L2RUJNGTWF**

## **Read The Portable MBA in Strategy From Wiley for online ebook**

The Portable MBA in Strategy From Wiley Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Portable MBA in Strategy From Wiley books to read online.

### **Online The Portable MBA in Strategy From Wiley ebook PDF download**

**The Portable MBA in Strategy From Wiley Doc**

**The Portable MBA in Strategy From Wiley Mobipocket**

**The Portable MBA in Strategy From Wiley EPub**