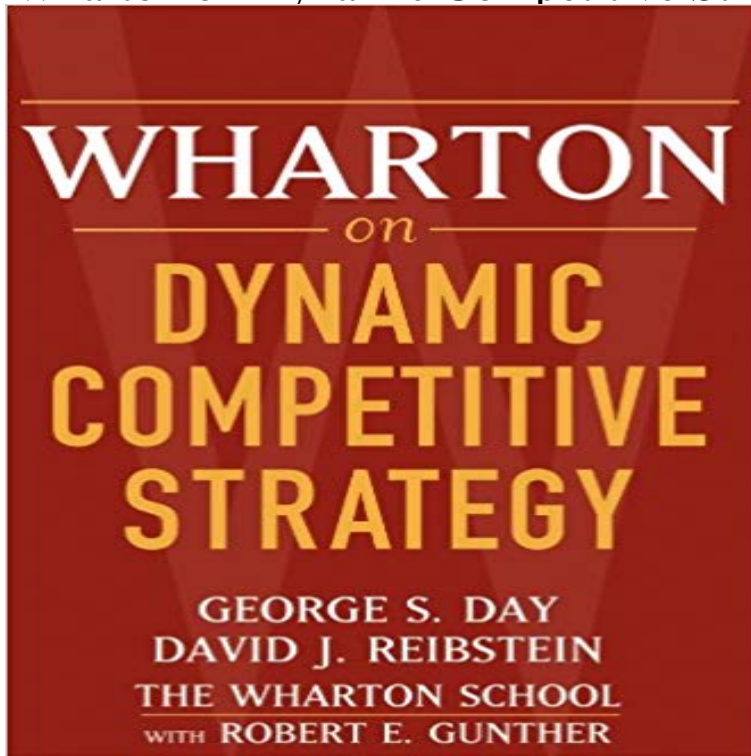


## Wharton on Dynamic Competitive Strategy



WHARTON on DYNAMIC COMPETITIVE STRATEGY A valuable contribution, this insightful book makes it clear that strategy is not a one-time search for a sustainable competitive advantage, but a continuous monitoring of the environment, consumers, and competitors with the object of making the right moves in a dynamically changing competitive landscape. -Philip Kotler S.C. Johnson & Sons Distinguished Professor of International Marketing J. L. Kellogg Graduate School of Management Northwestern University. An ambitious and welcomed effort at addressing strategy from an interdisciplinary perspective. -Professor Don Lehmann Columbia University Graduate School of Business. Wharton on Dynamic Competitive Strategy weaves together an unprecedented interdisciplinary analysis of competitive strategies that any global manager should consider indispensable reading...An impressive book. -Jon M. Huntsman, Sr. Chairman and CEO Huntsman Corporation. Provocative and meaningful . . . Provides an excellent framework for formulating strategy. -Sam Morasca Vice President, Marketing Shell Oil Products Company. A Rosetta stone for strategy. Read it and keep it by your side! -Dale Moss Executive Vice President, Sales and Marketing USA British Airways, New York The competitive challenges facing you are more complex and fast-moving than ever. This environment demands dynamic competitive strategies-strategies that anticipate and adjust to competitors countermoves, shifting customer demands, and changes in the business world. Wharton on Dynamic Competitive Strategy offers new perspectives on competitive strategy from a distinguished group of faculty at Wharton and other leading business schools around the world. This book presents the best insights from decades of research in key areas such as

competitive strategy, simulations, game theory, scenario planning, public policy, and market-driven strategy. It represents the most cohesive collection of insights on strategy ever assembled by a leading school of business. Developed for the thinking manager, Wharton on Dynamic Competitive Strategy provides deep insights into the true dynamics of competition. In contrast to popular, quick-fix formulas for strategic success, this book provides perspectives that will help you better understand the underlying dynamics of competitive interactions and make better strategic decisions in a rapidly changing and uncertain world. The insights and approaches presented here are illustrated with real-world examples which demonstrate how these approaches can be applied to your strategic challenges. These chapters will help you better address key strategic issues such as:

- \* Anticipating competitors responses using game theory, simulations, scenario planning, conjoint analysis, and other tools-and designing the best strategy in light of these expected responses
- \* Planning for multiple rounds of competition in the way that chess players think through multiple moves
- \* Understanding how changes in technology and public policy or moves by competitors can undermine your current advantages or neutralize future advantages
- \* Broadening your range of options for reacting to moves by competitors
- \* Signaling and preempting rivals.

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