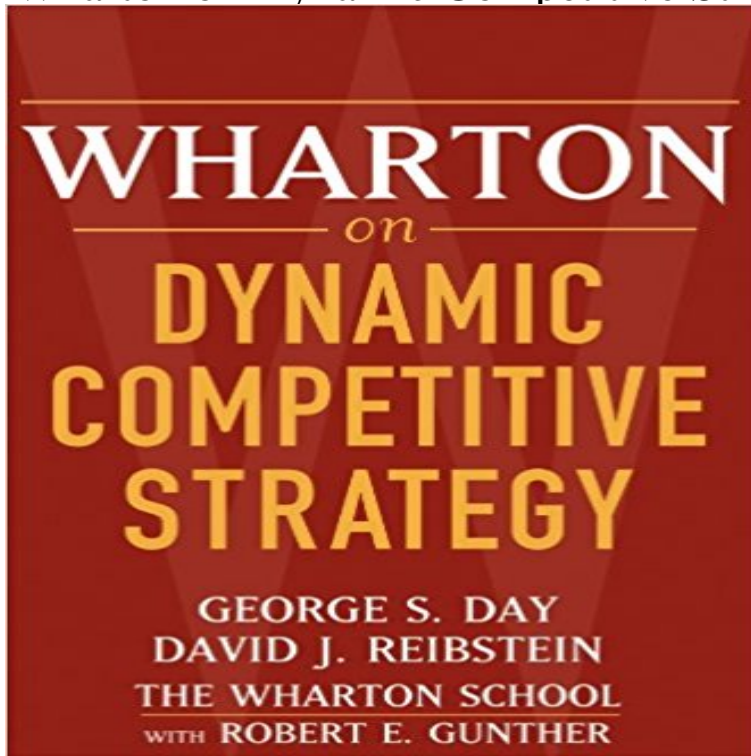


Wharton on Dynamic Competitive Strategy



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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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