

Competing for the future: breakthrough strategies for seizing control of your industry and creating the markets of tomorrow.

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Title: Competing for the Future: Breakthrough Strategies for Seizing Control of Your Industry and Creating the Markets of Tomorrow

Author(s): Henry H. Beam .

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Article Preview :

Reviews of current books discussing subjects on the horizon of business activities, particularly those on controversial issues being encountered by both practitioners and teachers, will be considered for publication. Manuscript guidelines are available upon request. Breakthrough Strategies for Seizing Control of Your Industry and Creating the Markets of Tomorrow Competing for the Future is a thought-provoking look at how large corporations should go about formulating strategy to achieve industry leadership in the years to come. Written by two business school professors, Gary Hamel of the London Business School and C.K. Prahalad of the University of Michigan, the book is a codification and extension of ideas on strategy they have put forth since 1985 in seven Harvard Business Review articles. From the outset, the authors argue that they are

providing a new view of corporate strategy: Our starting premises are simple: Competition for the future is competition to create and dominate emerging opportunities-to stake out new competitive space. Creating the future is more challenging than playing catch up, in that you have to create your own road map. The goal is not simply to benchmark a competitor's products and processes and imitate its methods, but to develop an independent point of view about tomorrow's opportunities and how to exploit them. (p. 22) Hamel and Prahalad are much more interested in creating tomorrow's markets than they are in reducing today's costs through currently popular management initiatives, such as reengineering and restructuring. "We want to help [managers] capture the riches that the future holds in store for those who get there first," ...

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