



Competitors: Outwitting, Outmaneuvering, and Outperforming

Liam Fahey

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Competitors: Outwitting, Outmaneuvering, and Outperforming Liam Fahey

Strategy guru Liam Fahey offers an innovative strategy for outsmarting the competition. His approach, called "competitive learning," combines a series of analysis frameworks--identifying current and future competitors as well as the competitor's mindset, and assessing the competitor's technology, organizational infrastructure, and marketplace strategy--to provide a integrated approach for successfully beating out the competition. By knowing the competition's broader competitive environment and its organizational culture, Fahey reasons, companies can make better decisions, thereby becoming more efficient and productive. Both conceptual and practical, this book offers specific tools and techniques to assess the competition and various ways to avoid many of the organizational errors associated with traditional competitor analysis.

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