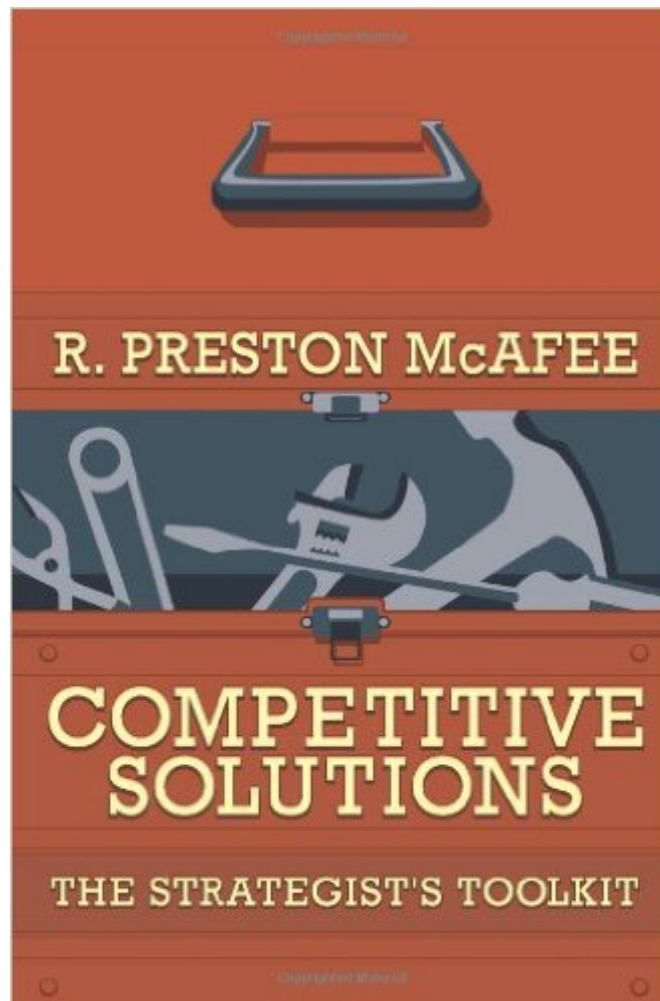


The book was found

Competitive Solutions: The Strategist's Toolkit



Synopsis

Competitive Solutions is an entertaining and wideranging introduction to successful business methods applied to a variety of real-world situations. Rejecting the one-size-fits-all premise that underlies so many guides to business strategy, Preston McAfee develops the intellectual tools and insights needed to confront many marketplace problems. Drawing on his broad experience as a consultant for major U.S. companies, as well as extensive research, McAfee emphasizes cooperation, pricing, litigation, and antitrust as vital to a firm's competitive posture--and focuses more attention on these elements than do most business strategy accounts. McAfee begins by considering strategy as successfully applied by America OnLine, an example that introduces many of the tools discussed in greater depth throughout the book. From here he moves to industry analysis: By examining the context for developing a strategy, he points out uses of positioning and differentiation that enable a firm to weaken price competition and deter rivals from stealing customers. McAfee's exploration of a product's life cycle proves an invaluable guide to positioning new technology in order to maximize the potential for future customers. In the centerpiece of the book, McAfee lays out a how-to manual for cooperation, providing tactics crucial for setting standards, lobbying the government, and fostering industry growth. Writing in a conversational manner, McAfee also addresses such deep topics as organizational design and employee compensation and incentives. More detailed discussions examine antitrust enforcement, which is an increasingly important constraint on strategy, as well as strategies for pricing, bidding, signaling, and bargaining. This book is a fascinating examination of modern business strategy and its application in many different settings. Students of business and economics--as well as executives and managers--will recognize Competitive Solutions as an indispensable resource as well as a definitive vision of the strategic firm: one in which each element of company strategy reinforces the other elements.

Book Information

Hardcover: 424 pages

Publisher: Princeton University Press (October 20, 2002)

Language: English

ISBN-10: 0691096465

ISBN-13: 978-0691096469

Product Dimensions: 9.5 x 6.6 x 1.2 inches

Shipping Weight: 1.6 pounds

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (7 customer reviews)

Best Sellers Rank: #1,646,059 in Books (See Top 100 in Books) #108 in [Books > Business & Money > Management & Leadership > Pricing](#) #1368 in [Books > Textbooks > Business & Finance > Entrepreneurship](#) #1516 in [Books > Business & Money > Management & Leadership > Strategy & Competition](#)

Customer Reviews

The best description I can come up with is "MBA in a book." However I think that title has been applied to many books of much less quality so I need something better. McAfee provides an "in-depth introduction" to business economics, including competition (as the name implies), pricing strategy, statistics, industry analysis, organizational design, incentives, and more. For anyone looking to get their feet wet in business, or just to understand what the marketing and business guys are talking about (or think they're talking about), this book is excellent! If you're looking for a fluffy book with executive summaries, this is not the book for you. If you want a book packed with content that will improve your nascent business acumen, this is it.

McAfee's book arose out of teaching and his consulting work. He believes strategy normally does not receive enough emphasis on pricing, litigation/antitrust, and the need for a company's vision to be unique. The book is an attempt to replace Porter's seminal work, but doesn't accomplish that. Moreover, some of his examples are badly dated - eg. the excessive praise for AOL in its opening chapter.

Preston was one of my professors way back at the University of Western Ontario. I admired his work then and I see he has maintained and exceeded that high level since. From an economist's world view looking at the business literature much of what I read does not speak to me in terms that are immediately obvious. Preston's work resonates with me because he is coming from a game theory, mathematical, statistical and economic world view. As a current executive MBA student I have found Preston's telling of the core concepts easy to digest and sensible. I recommend this book, well done Preston.

I'm an entrepreneur and engineering exploring management consulting at the moment. I can only think of good things to say. You will at the very least get ideas about improving your business if you read this book. The book is packed with insights. I'd say this book is something to read and keep on

the bookshelf for future reference.

[Download to continue reading...](#)

Competitive Solutions: The Strategist's Toolkit
The Production Manager's Toolkit: Successful
Production Management in Theatre and Performing Arts (The Focal Press Toolkit Series)
The Technical Director's Toolkit: Process, Forms, and Philosophies for Successful Technical Direction
(The Focal Press Toolkit Series)
The Assistant Lighting Designer's Toolkit (The Focal Press Toolkit Series)
The Sports Strategist: Developing Leaders for a High-Performance Industry
The Mind Of The Strategist: The Art of Japanese Business
The Social Media Strategist: Build a Successful Program from the Inside Out
Java for the Web with Servlets, JSP, and EJB: A Developer's Guide to
J2EE Solutions: A Developer's Guide to Scalable Solutions
AutoLISP to Visual LISP: Design Solutions: Design Solutions for AutoCAD 2000 (Autodesk's Programmer Series)
Exam Ref 70-331 Core Solutions of Microsoft SharePoint Server 2013 (MCSE): Core Solutions of Microsoft
SharePoint Server 2013
Microsoft SharePoint 2013 Designing and Architecting Solutions: Designing and Architecting Solutions
The Innovation Expedition: A Visual Toolkit to Start Innovation
Archetypes in Branding: A Toolkit for Creatives and Strategists
Invisibility Toolkit: 100 Ways to Disappear and How to Be Anonymous From Oppressive Governments, Stalkers & Criminals
The Power of Broke: How Empty Pockets, a Tight Budget, and a Hunger for Success Can Become Your
Greatest Competitive Advantage
Competitive Chess for Kids: Winning Strategies Plus 25 Classic Checkmates from an International Grandmaster
Everybody Wins!: Non-Competitive Party Games & Activities For Children
The Internet Power Toolkit: Cutting-Edge Tools & Techniques for Power Users
Windows to Linux Migration Toolkit: Your Windows to Linux
Extreme Makeover Deployment Fundamentals, Vol. 6: Deploying Windows 10 Using Microsoft Deployment Toolkit

[Dmca](#)