

## Understanding Michael Porter The Essential Guide To Compeion And Strategy By Magretta Joan Published By Harvard Business Review Press 2011

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Understanding Michael Porter sets the record straight, providing the first concise, accessible summary of Porter's revolutionary thinking. Written with Porter's full cooperation by Joan Magretta, his former editor at Harvard Business Review , this new book delivers fresh, clear examples to illustrate and update Porter's ideas.

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~~Understanding Michael Porter: The Essential Guide to...~~

Written by a long-time collaborator at the Harvard Business School, Understanding Michael Porter is divided into two parts: What. No business manager should be allowed to hold the title without having a working knowledge of the research and teachings of Harvard Business School Professor, Michael Porter.

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If you want to understand how companies achieve and sustain competitive success, Michael Porter's frameworks are the foundation. But while everyone in business may know Porter's name, many managers misunderstand and misuse his concepts.Understanding Michael Porter sets the record straight, providing the first concise, accessible summary of Porter's revolutionary thinking.

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The Essential Porter. Michael Porter is the Bishop William Lawrence University Professor at Harvard Business School. University professorship is the highest professional recognition that can be awarded to a Harvard faculty member. A leading authority on company strategy, the competitiveness of nations and regions, and strategic approaches to societal problems, Michael Porter's work is widely recognized in governments, corporations, non-profits, and academic circles across the globe.

~~The Essential Porter - Michael Porter~~

by Joan Magretta. In the book, Understanding Michael Porter: The Essential Guide to Competition and Strategy, Joan Magretta distills Porter's core concepts and frameworks into a concise guide for business practitioners. In this excerpt, Porter discusses common strategy mistakes. "Michael Porter didn't get to be a giant in the field of competition and strategy by hunting small game."

~~The Most Common Strategy Mistakes - Harvard Business...~~

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Michael Porter is considered one of the most important scholars in the field of strategy, and Ms. Magretta's book presents his ideas clearly and concisely.

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In what classical economic theory calls "perfect competition," evenly matched rivals selling equivalent products go head to head, driving prices (and profits) down. This, for Porter, is the essence of competition to be the best.

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The essential complement to the pathbreaking Competitive Strategy, Michael E. Porter's Competitive Advantage explores the underpinnings of competitive advantage in the individual firm. Competitive Advantage introduces a whole new way of understanding what a firm does.

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For more than three decades, Harvard Professor Michael Porter has been developing and refining the essential frameworks that explain how competition works and its implications for strategy in business, government, and society.

~~Strategy - Michael Porter~~

Understanding Michael Porter will enable all leaders throughout any organization t grasp Porter's seminal ideas about competition and strategy and deploy them to achieve competitive success. A Distillation of The Most Important Business Thinking of Our Time Michael Porter's groundbreaking ideas on competition and strategy have unfolded over three decades and are spread across a dauntingly long list of publications.