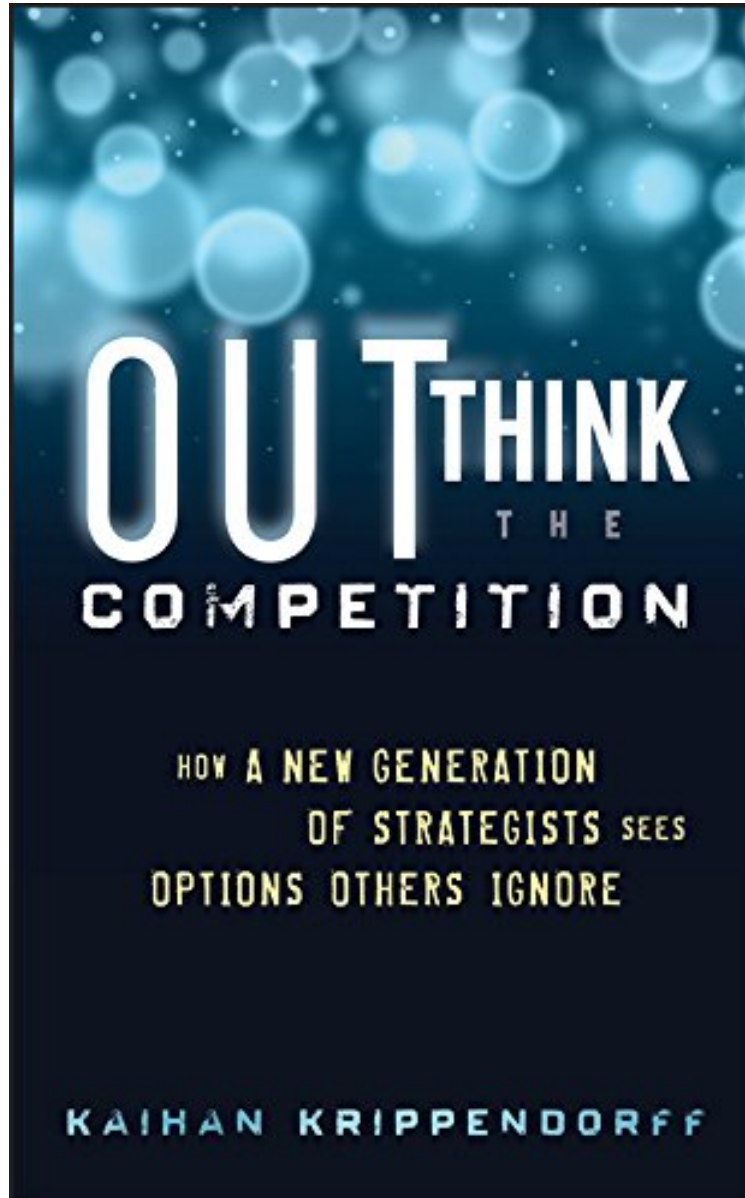


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Outthink the Competition: How a New Generation of Strategists Sees Options Others Ignore

Kaihan Krippendorff

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Kaihan Krippendorff : Outthink the Competition: How a New Generation of Strategists Sees Options Others Ignore before purchasing it in order to gage whether or not it would be worth my time, and all praised Outthink the Competition: How a New Generation of Strategists Sees Options Others Ignore:

3 of 4 people found the following review helpful. Compelling analysis of the new rules of business competitionBy

John Gibbs Outthinkers step outside of the accepted paradigms in which thinkers operate, acting differently because they see the world differently, according to Kaihan Krippendorff in this book. Ordinary thinkers at first dismiss the outthinkers, then they ridicule them, and then they try to copy them. But it is too late if the outthinkers have gained a sustainable advantage. The secret to success for outthinkers, then, is to make a few strategic choices to which your competition will not be able to respond effectively. Examples of companies which have done this to their competitors include Google, Netflix, Sohu.com, Research in Motion, Intuitive Surgical, eBay, Apple, Southwest Airlines, Dell and Home Depot. In each case, the company seized a strategic option that others were ignoring. The basis of competition between companies is shifting from an economies-of-scale environment to a free-flow-of-information environment. Improved communications are driving middlemen out of business. The pace of competition is accelerating. Self-organized citizens and customers are seizing control. A small number of outthinkers are succeeding, but the majority of businesses are treading water or going backwards. The author goes on to describe the "new playbook" (consisting of key strategies which outthinkers follow), the "habits" of outthinkers, a step-by-step process for applying outthinking to any organization, and the phases involved in rebuilding an organization from within. While the book relied a little too much on ancient Chinese military strategy for my taste, I found the author's arguments about the changing business environment convincing and his analyses of successful companies compelling. Business really has become more difficult and customers more demanding; in my opinion this book provides some very useful tools for envisioning ways of adapting to succeed. 0 of 0 people found the following review helpful. Pearls of wisdom By Sriram Kaihan has meticulously packaged every chapter of this book. A must read for every entrepreneur and strategy practioners. 0 of 0 people found the following review helpful. Must read for any company! By Darrell W. Gunter This book on strategy is a step by step recipe for not only beating your competition but to create a high performing organization!

A Fast Company blogger and former McKinsey consultant profiles the next generation business strategists: the "Outthinkers" "Outthinkers" are entrepreneurs and corporate leaders with a new playbook. They see opportunities others ignore, challenge dogma others accept as truth, rally resources others cannot influence, and unleash new strategies that disrupt their markets. Outthink the Competition proves that business competition is undergoing a fundamental paradigm shift and that during such revolutions, outthinkers beat traditionalists. Outthink the Competition presents stories of breakthrough companies like Apple, Google, Vistaprint, and Rosetta Stone whose stunning performances defy traditional explanation and will inspire readers to outthink the competition. Core concepts in the book include: Discover the Eight Dimensions of Disruption Learn to play by the Outthinker Playbook Develop the Five Habits of the Outthinker Implement the Outthinker Process It's time to buck tradition in order to stay ahead. Outthink the competition and uncover opportunities hiding in plain sight.

From the Inside Flap Forge unexpected pathways to win strategic advantage In business, you can face disruption in one of two ways. Like most people--and most companies--you can fall back on tried-and-true rules. They've always worked in the past, and you hope they'll work for you again. Or, you can recognize that the game has changed, and look beyond your current playbook to create an entirely new strategic reality. If you pick the second option, then you are ready to Outthink the Competition. Written by business strategist and popular Fast Company blogger Kaihan Krippendorff, this groundbreaking guide identifies and appeals to a new generation of "outthinker" entrepreneurs and business leaders. These innovators succeed in today's breakneck business environment by spotting overlooked opportunities, leveraging underutilized resources, and seizing asymmetric advantages. Outthinkers beat their rivals not by being bigger or stronger, but by producing breakthroughs. Outthink the Competition gives you and your team a proven system to harness this strategic creativity, and presents stories of outthinker companies that are successfully reshaping their industries, including Apple, Google, Rosetta Stone, Tesla Motors, and many more. You'll discover how you can: Understand the nature and potential of today's business revolution Force your competition into two-front battles that give you the high ground Develop the Five Habits of the Outthinker Construct a true Outthinker culture Apply the Outthinker Process for game-changing ideas Incorporate systems thinking and cognitive science principles into your approach And more! If you want to win a strategic contest, don't let your opponents set the terms. Instead, Outthink the Competition and make the unexpected choices that will leave the competition disoriented and you moving ahead to master the next challenge. From the Back Cover FORGE UNEXPECTED PATHWAYS TO WIN STRATEGIC ADVANTAGE In business, you can face disruption in one of two ways. Like most people--and most companies--you can fall back on tried-and-true rules. They've always worked in the past, and you hope they'll work for you again. Or, you can recognize that the game has changed, and look beyond your current playbook to create an entirely new strategic reality. If you pick the second option, then you are ready to Outthink the Competition. Written by business strategist and popular Fast Company blogger Kaihan Krippendorff, this groundbreaking guide identifies and appeals to a new generation of "outthinker" entrepreneurs and business leaders. These innovators succeed in today's breakneck business environment by spotting overlooked opportunities, leveraging underutilized resources, and seizing asymmetric advantages. Outthinkers beat their rivals not by being bigger or stronger, but by producing breakthroughs. Outthink the Competition gives you and your team a proven system to

harness this strategic creativity, and presents stories of outthinker companies that are successfully reshaping their industries, including Apple, Google, Rosetta Stone, Tesla Motors, and many more. You'll discover how you can:

- Understand the nature and potential of today's business revolution
- Force your competition into two-front battles that give you the high ground
- Develop the Five Habits of the Outthinker
- Construct a true Outthinker culture
- Apply the Outthinker Process for game-changing ideas
- Incorporate systems thinking and cognitive science principles into your approach
- And more!

If you want to win a strategic contest, don't let your opponents set the terms. Instead, Outthink the Competition and make the unexpected choices that will leave the competition disoriented and you moving ahead to master the next challenge.

About the Author KAIHAN KRIPPENDORFF is a business strategist, author, and investor. A former consultant with McKinsey Co., Kaihan works globally with ambitious large and medium-sized corporations, including Microsoft, L'Oreal, and Johnson Johnson, teaching executives and entrepreneurs how to unleash their strategic creativity to raise their organization's performance. Kaihan also blogs for FastCompany.com, is an active public speaker, and is regularly featured in key business media outlets. His previous books include *The Art of the Advantage*, *Hide a Dagger Behind a Smile*, and *The Way of Innovation*. Learn more at www.kaihan.net.