

Competing For The Future By Gary Hamel C K Prahalad

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Competing for the Future is a must read for every manager and entrepreneur who wants to change the world. The book does not provide ready-made recipe to catch up with the future, this book teaches you how to think about the future. I highly recommend it. flag Like - see review

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This article is adapted from Competing for the Future, published by Harvard Business School Press in September 1994. A version of this article appeared in the July-August 1994 issue of Harvard ...

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Competing for the Future: Iteration vs. Innovation

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In essence, competing for the future means thinking and acting in new and unconventional ways. It requires identifying how the future will be different, understanding what these differences will mean to consumers, mobilizing the company to position itself advantageously in that new environment and getting to the future before any competitors do.

Competing For The Future - COMPETING FOR THE FUTURE ...

In Competing for the Future, they urge companies to create their own futures, envision new markets and reinvent themselves. Hamel and Prahalad caution that complacent managers who get too comfortable in doing things the way they have always done will see their companies fall behind.

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