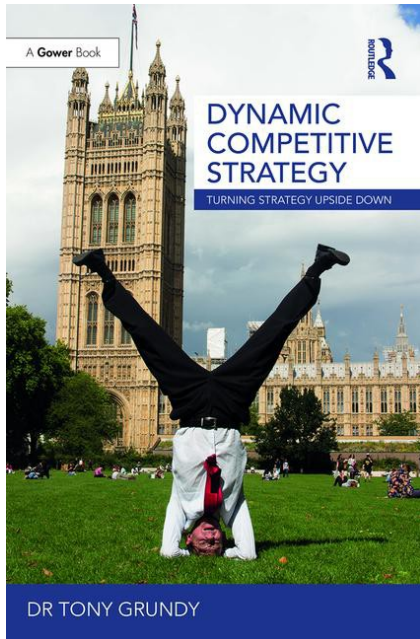

Turning Competitive Strategy Upside Down



Since Michael Porter of Harvard burst into fame in 1980 with his book, *Competitive Strategy*, which explored industry structure analysis, the whole area of management thinking became its own industry.

But in that book, and in almost all the books that followed in this genre, the emphasis was primarily on more static, industry structure analysis with competitive dynamics. Which are at best a very secondary dimension.

Such relatively static analysis, with tools anchored in the present, projected to the future, were turned into plans using tools that largely worked from past and present to future, with the assumption of a linear progression.

Today, business no longer generally suits that linear paradigm – it is rife with disruption, discontinuity, change, uncertainty, and strategic ambiguity.

[Dynamic Competitive Strategy](#), by bestselling author Dr Tony Grundy, casts a radically new light on Competitive Strategy. Instead of relying on SWOT, PEST, Porters, and static Matrix diagrams alone, it looks at the dynamic curves of the key strategic variables, scenarios storytelling and role playing with game theory the competitors, non-linear strategic thinking, and the myriad of forms that a strategy might take e.g. the 'contingent'.

Dr Grundy thus shows us refreshing and challenging ways of developing strategy, including:

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- The Art of the Cunning Plan –with 101 ways of being innovative
- The Alien approach: how might an Alien see your industry and business?
- A whole new set of Dynamic Strategy Tools
- The art of mental time travel
- How Emotional Value can leverage Competitive advantage
- Dynamic Stakeholder Analysis and Influencing

with case studies from Arsenal, Brexit, Dyson, Metrobank, Tesco, and from everyday life.

He provides theory and practical guidance from his thirty years of Strategy Consulting at Strategy and Corporate Development, and Business School Research that will transform your thinking about Strategy: Tony truly 'Turns Strategy upside down'.

About the Author:

Dr Tony Grundy is Director of Strategy and Corporate Development and has lectured at leading Business Schools such as Cranfield, Cambridge, CASS, Durham, Henley and Warwick. Author of 21 books, he works globally across all industries to design and facilitate strategy process, and train or coach senior executives in Dynamic Strategic Thinking.

Visit the book page at: <https://www.routledge.com/9781138081086>
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– ENDS –

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For more information or to arrange an interview, please contact:

Robyn Doyle, Marketing, Routledge

Email: Robyn.Doyle@tandf.co.uk

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