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manage the competition among their peers and how effectively they are able to fend off potential entrants. A focus on outsiders lies at the heart of business strategy. This book is a handbook on how to identify, understand, anticipate, and influence those important outsiders. Many people have helped in the creation of our book.

Competition demystified is legit one of the best books in the entire category of business. I say this because it describes things in a very straight forward approach to strategy. Through the use of thesis and hypothesis with real world examples. This really is an incredibly simplified approach to business strategy.

Citation. Competition Demystified: A Radically Simplified Approach to Business Strategy. New York, N.Y.: Portfolio, September 2005. Each author name for a Columbia Business School faculty member is linked to a faculty research page, which lists additional publications by that faculty member. Each topic is linked to an index of publications on that topic.

The must-read summary of Bruce Greenwald and Judd Kahn's book: "Competition Demystified: A Radically Simplified Approach to Business Strategy". This complete summary of the ideas from Bruce Greenwald and Judd Kahn's book "Competition Demystified" shows that, despite what the experts and consultants say, business strategy is not the be-all and end-all of effective business planning.

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Book Review - Competition Demystified: A Radically Simplified Approach To Business Strategy. If you can say a market has barriers to entry, that is the same thing as saying firms within that market have specific competitive advantages. Thus, it is the existence of moats that result in barriers to market entry, and drive competitive dynamics.

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