

Understanding Michael Porter

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Understanding Michael Porter

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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Written by Joan Magretta, author of the bestselling book Understanding Michael Porter, this innovative book combines humorous illustrations with an engaging story to explain Porter's core concepts, including the Five Forces, competitive advantage, industry analysis, value creation, the value chain, differentiation, and relative cost, to name just a few.

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Understanding Michael Porter: The Essential Guide to ...

Understanding Michael Porter - Page 1 MAIN IDEA For anyone in business, Michael Porter is the undeniable gold standard when it comes to developing strategy. His two books CompetitiveStrategy(1980)andCompetitiveAdvantage(1985) addressed squarely the two most important questions in business: • What is competition? † What is strategy?

Understanding Michael Porter - summaries

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Understanding Michael Porter: The Essential Guide to ...

Posted on April 17, 2012 by David Shedd Published in December 2011, Joan Magretta's Understanding Michael Porter: The Essential Guide to Competition and Strategy, is an excellent and timely book about business strategy. It discusses the ideas and frameworks from the guru of business strategy, Michael Porter.

Understanding Michael Porter: An Indispensable Handbook on ...

Michael Eugene Porter (born May 23, 1947) is an American academic known for his theories on economics, business strategy, and social causes. He is the Bishop William Lawrence University Professor at Harvard Business School, and he was one of the founders of the consulting firm The Monitor Group (now part of Deloitte) and FSG, a social impact consultancy.

Michael Porter - Wikipedia

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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illustrate and update Porter's ideas.

Understanding Michael Porter: The Essential Guide to ...

All strategy is based on understanding competition. Michael Porter's frameworks help explain how organizations can achieve superior performance in the face of competition. Strategy defines the company's distinctive approach to competing and the competitive advantages on which it will be based.

Strategy Explained - Michael Porter

Porter's model can be applied to any segment of the economy to understand the level of competition within the industry and enhance a company's long-term profitability. The Five Forces model is...

Porter's 5 Forces Definition

-- Fortune magazine "If you have always intended to read Michael Porter's groundbreaking management classics, but have never quite got around to doing so, Joan Magretta's Understanding Michael Porter does the hard work for you" -- Financial Mail (South Africa) "Magretta's book is a timely reminder that serves to put Porter's thinking and concepts before us again--ideas that all firms and strategy practitioners would be well-advised to study and learn from...an excellent read."

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Michael Porter shook up the world of strategy and big business with two books - Competitive Strategy in 1980 and Competitive Advantage in 1985. Since then, he has become the established view and other experts have tried to make their names by misrepresenting his work and arguing against these misrepresentations.

Understanding Michael Porter: Amazon.co.uk: Joan Magretta ...

Understanding Michael Porter Summary Chapter 4: Creating Value The value proposition is the piece of strategy that looks outward at customers, the demand side. The value chain looks internally on operations. Strategy is integrative, bringing supply and demand sides together.

Understanding Michael Porter Book Summary by Joan Magretta

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 sets the record straight, providing the first concise, accessible summary of Porter's revolutionary thinking. Written with Porter's full cooperation by Joan Magretta,...

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