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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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The Essential Porter. Michael Porter is the Bishop William Lawrence University Professor at Harvard Business School. University professorship is the highest professional recognition that can be awarded to a Harvard faculty member. A leading authority on company strategy, the competitiveness of nations and regions, and strategic approaches to societal problems, Michael Porter's work is widely recognized in

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governments, corporations, non-profits, and academic circles across the globe.

The Essential Porter - Michael Porter

by Joan Magretta. 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."

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Michael Porter is considered one of the most important scholars in the field of strategy, and Ms. Magretta's book presents his ideas clearly and concisely.

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In what classical economic theory calls "perfect competition," evenly matched rivals selling equivalent products go head to head, driving prices (and profits) down. This, for Porter, is the essence of competition to be the best.

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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 will enable all leaders throughout any organization to grasp Porter's seminal ideas about competition and strategy and deploy them to achieve competitive success. A Distillation of The Most Important Business Thinking of Our Time Michael Porter's groundbreaking ideas on competition and strategy have unfolded over three decades and are spread across a dauntingly long list of publications.

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