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Renewable Advantage: Crafting Strategy Through Economic Time

By Jeffrey Williams

Free Press. Paperback. Condition: New. 272 pages. Dimensions: 8.9in. x 6.0in. x 0.8in. The task of continuously renewing a company is the greatest challenge confronting any chief executive. To enable managers to project renewal strategies likely to win in the future, Jeffrey Williams has constructed a dynamic road map of outcomes in what he calls economic time, based on a ten-year study of growth, decline, and renewal patterns of hundreds of companies in forty-five industries. In this superbly readable book, Williamss revolutionary, award-winning concept of slow-, standard-, and fast-cycle economic time provides a unifying business language that the multicycle manager can use to compare the renewal opportunities of widely diverse products, companies, and markets. Using examples and studies from companies such as Starbucks, McDonalds, UPS, Compaq, Sony, Merck, Disney, Toyota, IKEA, Microsoft, Sony, Intel, IBM, Johnson and amp; Johnson, Chrysler, and Hewlett-Packard, Williams explains that the key idea in economic time is being able to manage products and organizations according to the speed and means by which economic value arises, decays, and is renewed. The drivers of economic time are isolating mechanisms -- a firms unique capabilities that lie at the heart of its competitive advantage -- and that, in Williamss...



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