



Five Future Strategies You Need Right Now (Memo to the CEO)

By George Stalk

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Five Future Strategies You Need Right Now (Memo to the CEO) By George Stalk

It's easy to miss many innovations in strategy until they appear on the front page of a major business publication. But by then everyone--including all your competitors--is using them.

As a CEO or senior executive, your job is to detect these strategies?and implement them--before your competitors.

That's where this book comes in.

Author George Stalk has often been called a guru of business strategy. In the 1980s, before anyone else saw its importance, he and his colleagues at The Boston Consulting Group developed the concept of time-based competition: how meeting the needs of your customers faster than your competitors can give you an unassailable advantage.

In this Memo to the CEO, Stalk discusses five strategies that have not yet become widely practiced but are nonetheless worthy of your attention now. He offers advice on how to identify and manage them while they still present opportunities to jump ahead of the competition. They are:

Addressing supply chain deficiencies

One example of a supply chain crisis is the growing lack of West Coast port capacity. Stalk reviews the strategic implications of this problem, reveals its impact, and recommends specific courses of action.

Sidestepping economies of scale

Many business leaders are reexamining their assumptions about the benefits of scale. Scaling down, not up, and building "disposable factories" and even "disposable strategies" are becoming new keys to lowering costs and boosting performance.

Profiting from dynamic pricing

Today, using real-time data, it is increasingly possible to match the price of your product or service with the immediate, second-by-second needs of the customer.

Embracing complexity

Simplicity is the mantra of the day. But with examples from a few leading-edge companies, Stalk shows that embracing complexity can achieve competitive advantage.

Utilizing infinite bandwidth

In a world of infinite bandwidth, companies that know how to take advantage of it become more productive, efficient, and profitable, and create entirely new businesses along the way.

Written in a refreshingly clear, concise format, Five Future Strategies You Need Right Now is filled with actionable ideas for seizing these emerging strategic opportunities.

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Editorial Review

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This book is from the new Memo to the CEO series from Harvard Business School, a series of decidedly concise business guides targeted to the harried executive with little time on his or her hands. Renowned strategist and consultant Stalk reflects on what he believes to be some of the most important challenges to be emerging in the current business environment. Imports and outsourcing to Asia have created competitive advantages but have also changed the landscape in drastic ways with unforeseen difficulties ahead; our ports are already overtaxed, and at the current growth rate of imports into this country, major adjustments will need to be made. Stalk discusses the advantages of nimbleness over economies of scale, concepts such as the “disposable factory,” dynamic pricing, and whether to simplify or to embrace complexity. The ideas are not examined in depth or through the lens of social or environmental implications but rather act as springboards to new ways of thinking about business models and the future. --David Siegfried

Review

...a crisply written book that is part of Harvard Business School Press's new Memo To The CEO series, which packs a lot of material for senior executives in a few pages. --The Globe and Mail, May 7, 2008

About the Author

George Stalk is senior partner with the Boston Consulting Group and the author of numerous articles and books on competitive strategy.

Users Review

From reader reviews:

Janet Steele:

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an enormous of experience including rich vocabulary, giving you test of critical thinking that we realize it useful in your day task. So , let's have it and enjoy reading.

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