



Judo Strategy: Turning Your Competitors' Strength to Your Advantage

David B. Yoffie, Mary Kwak

Download now

[Click here](#) if your download doesn't start automatically

Judo Strategy: Turning Your Competitors' Strength to Your Advantage

David B. Yoffie, Mary Kwak

Judo Strategy: Turning Your Competitors' Strength to Your Advantage David B. Yoffie, Mary Kwak
A century-old strategy holds the secret to toppling corporate giants. In a world where advantage increasingly depends upon movement rather than position, "Judo Strategy" drills home the ultimate principle of strategy: maximize impact while minimizing effort. This is easy to say but difficult to accomplish. The authors provide pragmatic techniques and examples to help make this principle come alive. Don't enter the market without this book' - John Hagel, Author, "Net Gain and Net Worth", and Chief Strategy Officer, 12
Entrepreneurship, Inc. Why do some companies succeed in defeating stronger rivals, while others fail? This is a question that, sooner or later, all ambitious competitors must face. Whether you're a tiny start-up taking on industry giants or a giant moving into markets dominated by powerful incumbents, the basic problem remains the same: How do you compete with opponents who have size, strength, and history on their side? The answer lies in a simple but powerful lesson: Rather than oppose strength to strength, successful challengers use their opponents' size and power to bring them down. This is the message at the heart of "Judo Strategy". Based on extensive research by Harvard Business School professor David Yoffie and research associate Mary Kwak, "Judo Strategy" introduces a groundbreaking approach to competition that shows companies how to win against imposing odds. Using vivid examples from companies ranging from Wal-Mart and Charles Schwab to Juniper Networks and Palm Computing, the authors demonstrate how managers can translate the core principles of judo - a martial art that prizes skill not size - into a winning business strategy. By mastering movement, managers learn to seize the lead and make the most of their initial advantage. By maintaining balance, they can successfully engage with opponents and respond to rivals' attacks. And finally, by exploiting leverage, managers can transform their competitors' strengths into strategic liabilities. This book will help any company - large or small, new or old, virtual or physical - become a more effective competitor. In addition to developing the concept of judo strategy, it presents a defensive primer - in the form of "sumo strategy" - for companies facing judo attacks. Packed with the insights of world-class managers and strategists, "Judo Strategy" does double duty: it can help you become a giant-killer, while also teaching you to protect your hard-fought position from challengers in the wings.

 [Download Judo Strategy: Turning Your Competitors' Strength ...pdf](#)

 [Read Online Judo Strategy: Turning Your Competitors' Strengt ...pdf](#)

Download and Read Free Online Judo Strategy: Turning Your Competitors' Strength to Your Advantage David B. Yoffie, Mary Kwak

From reader reviews:

Patricia Howard:

Do you have favorite book? When you have, what is your favorite's book? Reserve is very important thing for us to learn everything in the world. Each book has different aim or perhaps goal; it means that book has different type. Some people experience enjoy to spend their a chance to read a book. They are reading whatever they get because their hobby is usually reading a book. Consider the person who don't like studying a book? Sometime, particular person feel need book if they found difficult problem or maybe exercise. Well, probably you will need this Judo Strategy: Turning Your Competitors' Strength to Your Advantage.

Ericka McCall:

What do you consider book? It is just for students as they are still students or the idea for all people in the world, exactly what the best subject for that? Only you can be answered for that question above. Every person has various personality and hobby for each and every other. Don't to be obligated someone or something that they don't would like do that. You must know how great and also important the book Judo Strategy: Turning Your Competitors' Strength to Your Advantage. All type of book would you see on many solutions. You can look for the internet solutions or other social media.

Donald Edmond:

Nowadays reading books be than want or need but also work as a life style. This reading habit give you lot of advantages. Associate programs you got of course the knowledge the rest of the information inside the book that improve your knowledge and information. The info you get based on what kind of publication you read, if you want drive more knowledge just go with knowledge books but if you want really feel happy read one along with theme for entertaining for example comic or novel. Typically the Judo Strategy: Turning Your Competitors' Strength to Your Advantage is kind of book which is giving the reader erratic experience.

Stephen Stansbury:

Your reading 6th sense will not betray you, why because this Judo Strategy: Turning Your Competitors' Strength to Your Advantage reserve written by well-known writer whose to say well how to make book that may be understand by anyone who read the book. Written in good manner for you, leaking every ideas and composing skill only for eliminate your own personal hunger then you still doubt Judo Strategy: Turning Your Competitors' Strength to Your Advantage as good book not merely by the cover but also from the content. This is one e-book that can break don't evaluate book by its cover, so do you still needing an additional sixth sense to pick this specific!?! Oh come on your examining sixth sense already told you so why you have to listening to one more sixth sense.

**Download and Read Online Judo Strategy: Turning Your
Competitors' Strength to Your Advantage David B. Yoffie, Mary
Kwak #DLWCT2YIF5B**

Read Judo Strategy: Turning Your Competitors' Strength to Your Advantage by David B. Yoffie, Mary Kwak for online ebook

Judo Strategy: Turning Your Competitors' Strength to Your Advantage by David B. Yoffie, Mary Kwak Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Judo Strategy: Turning Your Competitors' Strength to Your Advantage by David B. Yoffie, Mary Kwak books to read online.

Online Judo Strategy: Turning Your Competitors' Strength to Your Advantage by David B. Yoffie, Mary Kwak ebook PDF download

Judo Strategy: Turning Your Competitors' Strength to Your Advantage by David B. Yoffie, Mary Kwak Doc

Judo Strategy: Turning Your Competitors' Strength to Your Advantage by David B. Yoffie, Mary Kwak Mobipocket

Judo Strategy: Turning Your Competitors' Strength to Your Advantage by David B. Yoffie, Mary Kwak EPub