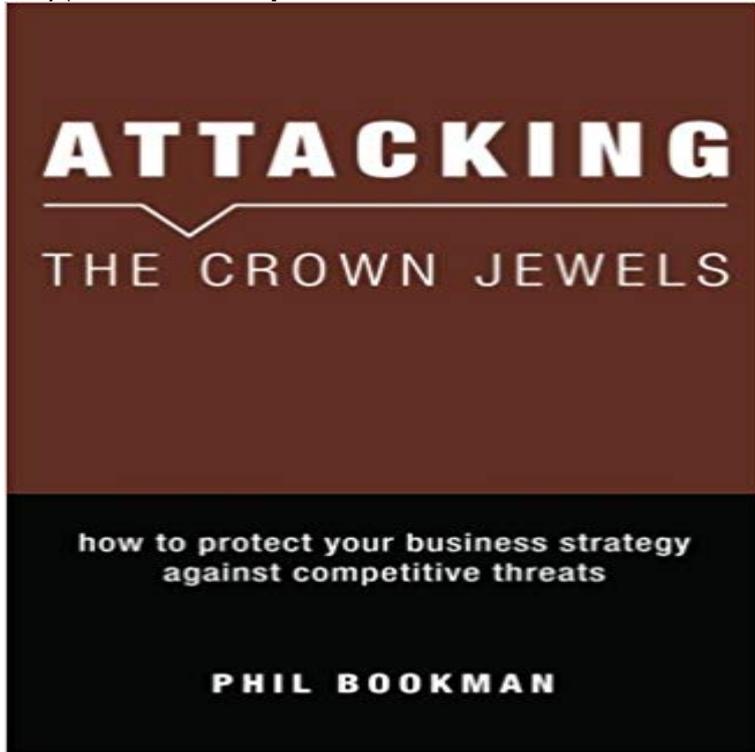


Attacking The Crown Jewels: How To Protect Your Business Strategy Against Competitive Threats



Protect your crown jewels. Attack theirs. How do companies like Microsoft, Google and IBM protect themselves against strategic competitive threats and grow their revenue and profit at the same time? In this groundbreaking book, Silicon Valley veteran Phil Bookman reveals the strategy they use to divert their competitors resources away from the product that threatens them. This book introduces the Strategic Competitive Defense Planning Process. Step-by-step instructions walk you through assessing competitive threats, selecting the ones to focus on strategically, and planning defenses against them. Worksheets and a case study help guide you through the process. Highlights include: The three key factors that determine which competitive threats are truly strategic. How to defend your strategy and build a new growth line of business. How to get another company to defend your strategy. How to protect your strategy with almost no investment. The eleven steps to assuring attack success.

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