



# **The Power of Strategic Thinking: Lock In Markets, Lock Out Competitors: Lock In Markets, Lock Out Competitors**

*Michel Robert*

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## **The Power of Strategic Thinking: Lock In Markets, Lock Out Competitors: Lock In Markets, Lock Out Competitors** Michel Robert

Here's a startling concept for anyone who knows anything about business:

"For successful companies, competition is irrelevant." Flying in the face of the conventional wisdom of most senior management today, the internationally noted business consultant Michel Robert explains why gigantically successful businesses ignore their competitors...and reap huge profits! How does it work? A number of CEOs who have used Robert's unique strategic thinking process--and are now true believers--recall in these pages how he enabled them to choose the right strategy for success in today's changing business environment.

Unlike most other consultants, Robert and his staff go to corporate "war rooms"--not the business school library--to develop and hone the strategic thinking process. In more than 400 frank, intensive working sessions with CEOs and their management teams, Robert has tested and validated his methods.

THE POWER OF STRATEGIC THINKING sums up his original and effective strategy of making anyone's competitors irrelevant: Obsession with your competitors leads to "imitation strategy," the common and disastrous mistake of letting the other side set the rules. Result: The house always wins! Imitators lose. The answer: Learn from major companies like Intel, Wal-Mart, Microsoft, and Goldman Sachs--corporate success stories that Robert explains in fascinating detail--how to develop your own "distinctive strategy" and race ahead of the competition.

Learn from the mistakes of copycat companies like Chrysler, Officemax, and all three original TV networks: Robert shows you how imitation strategies will put companies in virtually any field on a suicidal path. From military history, as Robert points out, comes the idea of "ultimate strategy," a proactive, offensive strategy that continually keeps the competition off-balance even as they become more and more irrelevant. Ultimate strategy is achieved when a company controls and/or influences the terms of play for an industry.

Learn from THE POWER OF STRATEGIC THINKING how to set the rules for your own sandbox...or how to find another sandbox where you can! In THE POWER OF STRATEGIC THINKING you can learn how to become a winning company by formulating and implementing a proactive, offensive strategy that will have your own company signature. You will also find out how to widen your competitive advantages. Best of all, your ultimate strategy for success will develop from the power of your own strategic thinking!

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