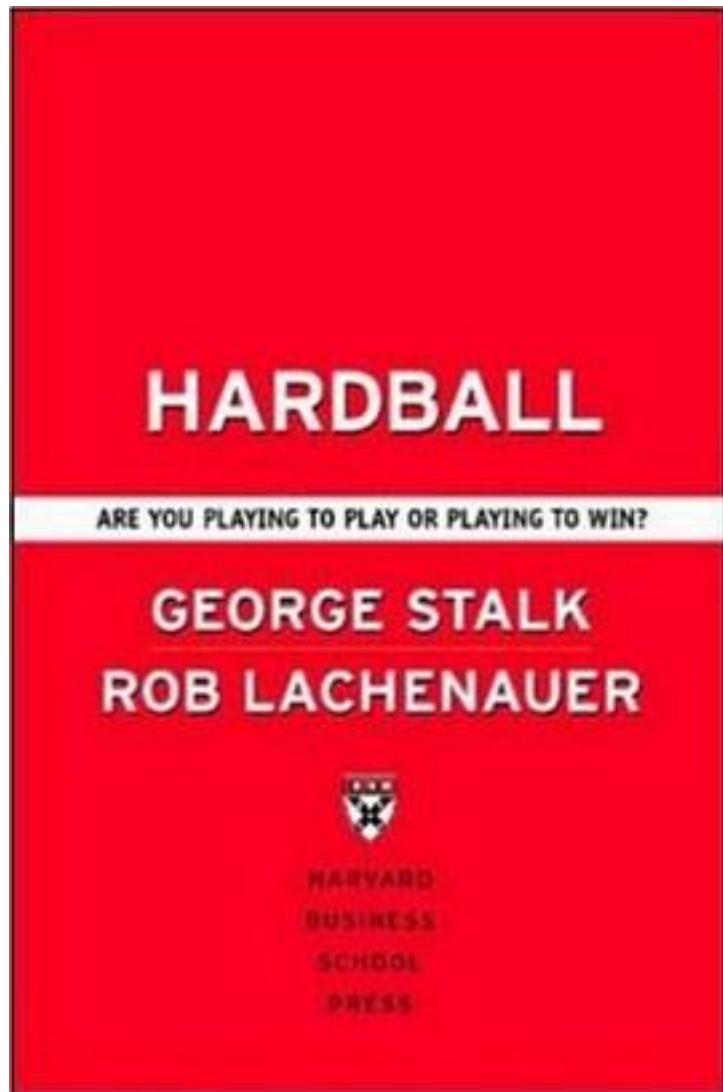


# Hardball



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著者:George Stalk

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# Classic Strategies for Unapologetic Winners

“It” is a strategy so powerful and an execution-driven mind-set so relentless that companies use it to gain more than just competitive advantage ; they achieve an industry dominance that is virtually unassailable and that competitors often try to explain away as unfair. In their “hardball manifesto,” authors George Stalk and Rob Lachenauer of the leading strategy consulting firm The Boston Consulting Group show how hardball competitors can build or maintain an enviable competitive edge by pursuing one or more of the classic “hardball strategies” : unleash massive and overwhelming force, exploit anomalies, devastate profit sanctuaries, raise competitors’ costs, and break compromises.

Based on twenty-five years of experience advising and observing a range of companies, the authors argue that hardball competitors can gain extreme competitive advantage ; neutralizing, marginalizing, or even destroying competitors ; without violating their contracts with customers or employees, and without breaking the rules. A clear-eyed paean to the timeless strategies that have driven the world’s winning companies, Hardball Strategy redefines and reinterprets the meaning of competition for a new generation of business players.

作者介绍:

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标签

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## 评论

基本就是案例集。写得挺枯燥的，

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案例一般，感觉制造业的管理思路已经稍落后了。虽然很多原则性的东西讲的没错，实际操作的很多具体细节都没有讲。当然，这本书体现了很强的BCG的风格。

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学英语还行，说到商业理论都是比较浅而泛

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## 书评

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