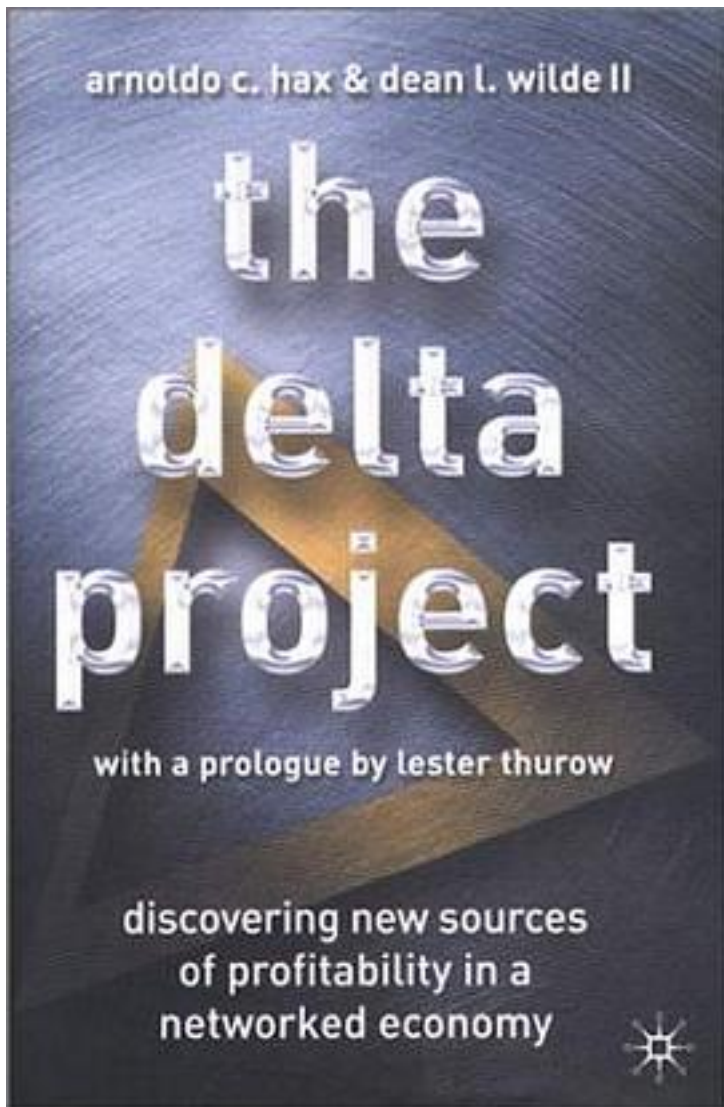


# The Delta Project



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Drawing from the authors' work with companies such as Coca-Cola, Motorola, 3M, General Motors, and Unilever, The Delta Project provides a unique model through which to develop strategy in the new economy. Arnolddo Hax and Dean Wilde examine how globalization, deregulation and the emergence of the internet infrastructure have changed the rules for success and identify three distinct strategic positions that can be used to realign the direction of your business. Introducing new models of "bonding", "complementors" and "customer lock-in" this book provides a fundamental shift in the way we think about competitive positioning.

作者介绍:

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