



# **Summary: Competition Demystified - Bruce Greenwald and Judd Kahn: A Radically Simplified Approach to Business Strategy**

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Complete summary of Bruce Greenwald and Judd Kahn's book: "Competition Demystified: A Radically Simplified Approach to Business Strategy".

This summary of the ideas from Bruce Greenwald and Judd Kahn's book "Competition Demystified" shows that, despite what the experts and consultants say, business strategy is not the be-all and end-all of effective business planning. Nor is strategic planning the only available source of superior returns. Strategy does matter in the long run because if a firm pursues unrealistic strategic goals, poor business outcomes are virtually guaranteed. Strategy, however, is not the whole story. The best strategy in the world cannot offset the need for operational excellence or good management. This summary highlights that good strategy formulation always focuses on three main goals.

## **Added-value of this summary:**

- Save time
- Understand key concepts
- Increase your business knowledge

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