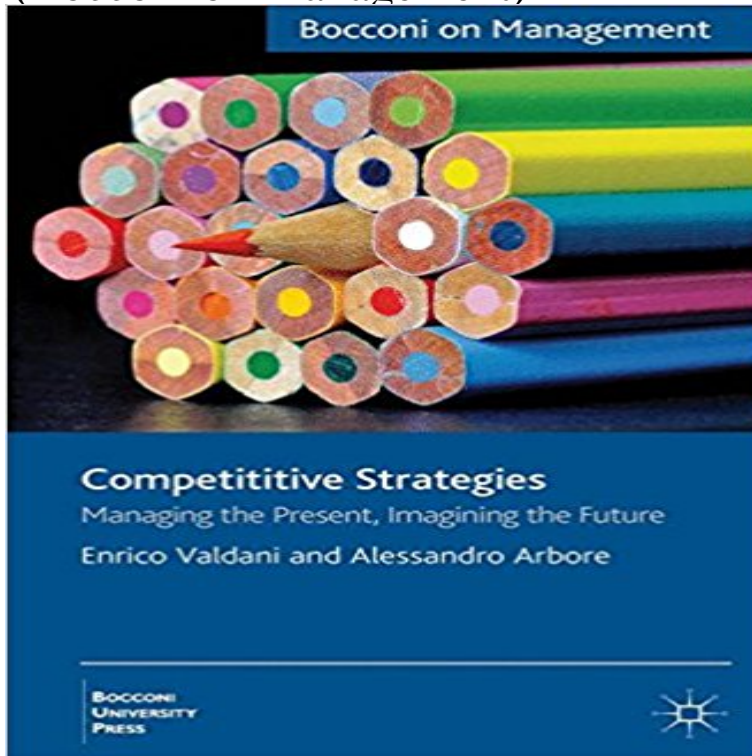


Competitive Strategies: Managing the Present, Imagining the Future (Bocconi on Management)



This book proposes a new framework to effectively manage both offensive and defensive marketing strategies. It reinterprets the competitive challenge as a circular journey, that is, an endless sequence of three competitive seasons. The authors call them the games of movement, imitation, and position.

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