

# [PDF] Competing For The Future

**Gary Hamel, C. K. Prahalad - pdf download free book**

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**Books Details:**

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**Description:**

Winning in business today is not about being number one--it's about who "gets to the future first," write management consultants Gary Hamel and C.K. Prahalad. In *Competing for the Future*, they urge companies to create their own futures, envision new markets, and reinvent themselves.

Hamel and Prahalad caution that complacent managers who get too comfortable in doing things the way they've always done will see their companies fall behind. For instance, the authors consider the battle between IBM and Apple in the 1970s. Entrenched as the leading mainframe-computer maker, IBM failed to see the potential market for personal computers. That left the door wide open for Apple, which envisioned a computer for every man, woman, and child. The authors write, "At worst, laggards follow the path of greatest familiarity. Challengers, on the other hand, follow the path of greatest opportunity, wherever it leads." They argue that business leaders need to be more than "maintenance engineers," worrying only about budget cutting, streamlining, re-engineering, and other old tactics. Definitely not for dilettantes, *Competing for the Future* is for managers who are

serious getting their companies in front. -- *Dan Ring* --This text refers to an out of print or unavailable edition of this title.

**From Publishers Weekly** Hamel and Prahalad (coauthors of Harvard Business Review) develop judicious, provocative managerial theses in this sophisticated work. Rejecting recent downsizing and reengineering trends, they present their blueprint for transforming an industry's structure, which, they stress, is the primary challenge facing today's managers. The authors focus on tomorrow's competition and opportunities, vitalizing the company for the future and outrunning competitors to "get to the future first." Pioneering ideas on strategy, leadership competencies and market forces abound in this study. Concepts are presented with numerous visual aids. 50,000 first printing; \$75,000 ad/promo; first serial to Fortune; author tour. Copyright 1994 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

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