



On Competition

Michael E. Porter

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For the past 15 years, Michael Porter's work has defined our fundamental understanding of competition and competitive strategy. Presented here for the first time as a collective whole are a dozen articles: two entirely new articles and ten of Porter's articles from the "Harvard Business Review". The collection includes a framing introduction from Porter. As a collection, these essays assume a new strength and significance, with each piece augmenting and supporting a complete picture of Porter's perspective on modern competition. To read through this collection is to experience Porter at work: we see first hand as his important theories take shape, deepen, and evolve over time. Organized around three primary categories: Competition and Strategy: Core Concepts, The Competitiveness of Location, and Competitive Solutions to Societal Problems, these articles develop the building blocks that define competitive strategy as we know it. With his unique ability to bridge economics with management, Porter addresses the important issues of competition, from its relationship with environmental regulation to the counterintuitive role of geography in the global economy. It is a "Harvard Business Review" book.

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