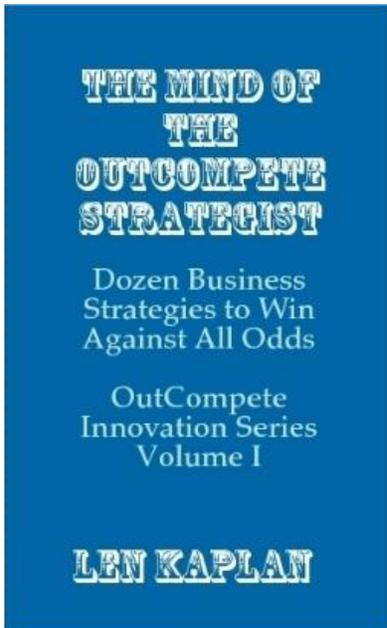


THE MIND OF THE OUTCOMPETE STRATEGIST

DOZEN BUSINESS STRATEGIES TO WIN AGAINST ALL ODDS

OUTCOMPETE INNOVATION SERIES, VOLUME I



This book, although aimed at start-up businesses, could be equally useful for every innovative business unit such as R&D or New Product Development department in large corporation.

“It’s exactly the right time for this book to appear!” In the turmoil of the toughest economic crisis, innovative small businesses represent the only hope for recovery of the capitalist economy. Start-ups generate a majority of the innovations that come from US companies, represent 97% of all exporters of goods, 99.7% of employers, and hire about half of the country’s private sector workforce. However, more than 92% of these start-ups close or go bankrupt. Statistics show that about half of start-ups die before they even experience their first serious success. The rest cannot survive this success. Sounds strange, doesn’t it? Every start-up strives to achieve this first serious success, the milestone pointing to further growth and wealth. So, why is it so difficult to survive this success?

The reason is simple. As long as a start-up is fighting with its internal troubles and trying to win their first customers, competitors don’t care. But when a start-up starts showing real success and attracting more and more customers, it’s time for large competitors to pay attention. If a large corporation allows small start-ups to erode its customer base, it risks losing business. Hence, every successful start-up deserves to be punished. This punishment is not measured – it is intended to kill the annoying competitor. The deadly punishment comes in different forms, such as product copycatting accompanied with a price war or a patent infringement lawsuit. The common denominator of such punishments is, all of them exploit to the maximum the advantages of scale and size, and thus place the small company at an immediate disadvantage. No start-up has a chance to survive after taking this “death blow.”

Is this situation hopeless? How do some start-ups manage to survive and continue growing their businesses? The research of survivors’ experiences shows that there is hope for many start-ups to win against large corporations. Small grocery stores can successfully compete with Wal-Mart. Casio, the small Japanese company, won a long competition with the huge American corporation Texas Instruments. Start-up Microsoft managed to grow into a corporate super-power. The common denominator of these victories is the strategic, outcompeting mindset of company leaders.

This book uncovers a dozen smart, interconnected strategies that helped the winners to win against all odds. These strategies, although counterintuitive, provide efficient and victorious solutions to the multiple dilemmas successful start-ups inevitably face. These strategies suggest ahead-of-time preparedness and awareness to realities of competitive world as a healthy mindset for business leadership.

The book also shows that sticking to the conventional wisdom of “an eye for an eye,” “address the problems when they arise” and “we’ll play it by ear” is the death warrant to the business. When the competitive blow hits hard, when the company finds itself in the midst of litigation or a pricing war,

it is too late. A company not prepared for the inevitable chain of events is like a ship that went for an overseas tour unprepared for storms, with similar chances to survive. “If you think education is expensive, try ignorance!”

As you will see throughout this book, the counterintuitive strategies suggest the practical way to win in an otherwise hopeless business war. Properly implemented counterintuitive strategies can produce results high above the mediocre. The business dilemmas described are the ones every business inevitably faces as soon as it achieves its first successes. The intuitive, conventional decisions are exactly the culprits of these dilemmas being unsolvable. Only counterintuitive strategies provide realistic, winning solutions to these dilemmas. Moreover, these strategies are counterintuitive to your competition, too! Competitor’s experts, while watching what your company is doing, draw the false conclusion that your company is “stupid,” “foolish” and “full of idiots.” They don’t even think through the consequences of your “wrongdoing.” They suggest the intuitive, conventional actions against your company – exactly the trap the counterintuitive strategies are building on their way. The counterintuitive strategy is exactly what you need to lead your competitors astray and win against competitor’s superior forces.

Hundreds of books describe what a start-up business should do to achieve its first substantial success. *The Mind of the OutCompete Strategist* is the first book that advises how to survive after this success, how to grow your business without being shot down by competitors.

Although this book talks to the start-ups, large companies can benefit from these strategies, too. Microsoft, for instance, still uses many of these strategies – if not all of them – to achieve new successes and win. Why? Because implementing OutCompete strategies provides a company with unfair competitive advantages. Isn’t this worth taking extra effort?

So, read, learn, use – and OutCompete!

This book can be purchased here:

<http://www.lulu.com/content/paperback-book/the-mind-of-the-outcompete-strategist/5865145>

http://www.amazon.com/Mind-OutCompete-Strategist-Len-Kaplan/dp/0557044987/ref=sr_1_5?ie=UTF8&s=books&qid=1279065206&sr=1-5