



Competing on the Edge Strategy as Structured Chaos

By Shona L. Brown

Harvard Business Review Press. Hardcover. Book Condition:

New. Hardcover. 297 pages. Dimensions: 9.3in. x 6.5in. x

1.2in. Unstable markets, fierce competition, and relentless

change are the only certainties in today's chaotic business world.

In their startling new book, authors Brown and Eisenhardt

contend that to prosper in such volatile conditions, standard

survival strategies must be tossed aside in favor of a

revolutionary new paradigm: competing on the edge. To

compete on the edge is to relentlessly reinvent, and it's the only

way to navigate the treacherous waters of tumultuous markets.

Competing on the edge is an unpredictable, sometimes even

inefficient strategy, yet a singularly effective one in an era driven

by change. It requires charting a course along the edge of

chaos, where a delicate compromise is struck between anarchy

and order, to the edge of time, where current business is the

primary focus, but actions are shaped by past legacies and

future opportunities. By adroitly maneuvering through chaos

and time, managers can avoid constantly reacting to nonstop

change and instead set a rhythmic pace that others must follow,

thereby shaping the competitive landscape and their own

destiny. In the first book to translate leading edge concepts from

complexity theory into management practice,...



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