



Untangling the Origins of Competitive Advantage (Classic Reprint)

By Iain Cockburn Cockburn

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Untangling the Origins of Competitive Advantage What are the origins of competitive advantage? Although this question is fundamental to strategy research, it is one to which we lack a clear answer. As strategy researchers we believe that some firms consistently outperform others, and we have some evidence consistent with this belief (Rumelt, 1991; McGahan and Porter, 1997). We also have a number of well developed theories as to why, at any given moment, it is possible for some firms (and some industries) to earn supranormal returns. As of yet, however, we have no generally accepted theory - and certainly no systematic evidence - as to the origins or the dynamics of such differences in performance. We know, for example, why high barriers to entry coupled with a differentiated product positioning obtained through unique organizational competencies may provide a firm with competitive advantage. But we know much less about how barriers to entry are built: about why this firm and not that one developed the competencies that underlie advantage, and about the dynamic process out of...



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This book will not be simple to get going on reading but extremely exciting to read through. Yes, it can be play, still an interesting and amazing literature. I am very easily could possibly get a delight of reading a written book.

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