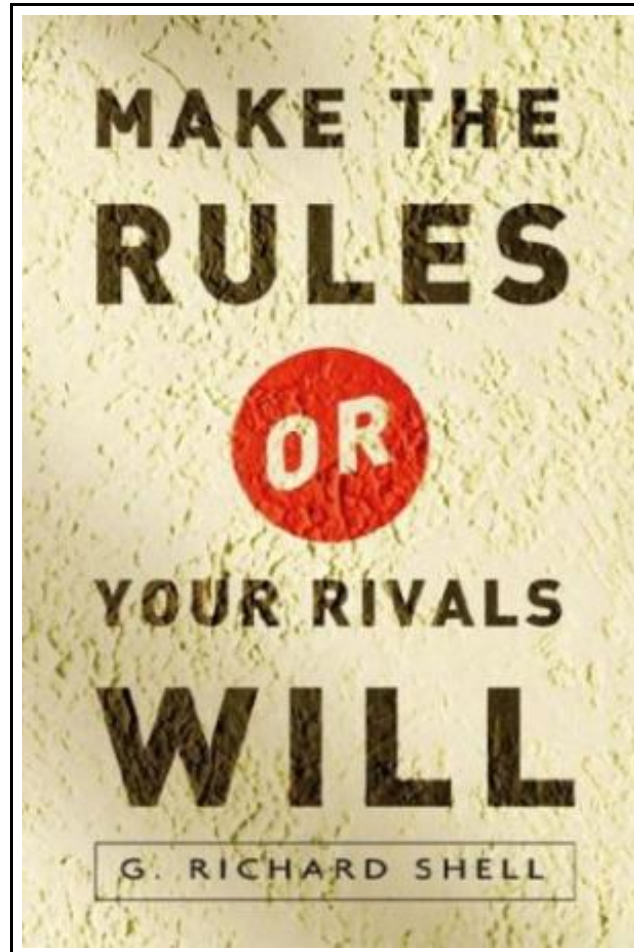


Make the Rules or Your Rivals Will



Filesize: 4.23 MB

Reviews

A must buy book if you need to adding benefit. I have read through and i also am certain that i will likely to read through once again yet again in the future. Its been designed in an exceedingly simple way and is particularly merely after i finished reading this publication by which really modified me, modify the way i think.

(Mrs. Jacquelyn Gutmann)

MAKE THE RULES OR YOUR RIVALS WILL



Crown Business, 2004. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: THERE IS A NEW TRUTH ABOUT BUSINESS STRATEGY: HE WHO MAKES THE RULES MAKES THE MONEY A few savvy executives understand a vital but hidden truth about business in fiercely competitive markets: Making the rules of the game means the difference between winning and losing. - Bill Gates has known this since he was nineteen, when he personally drafted his first licensing contract for a start-up company called Microsoft. - Henry Ford learned it the hard way in the early days of the automobile industry when a powerful industry cartel tried to drive him out of business with a bogus patent.- Sumner Redstone and Rupert Murdoch are both masters of this truth--and have led Viacom and News Corporation to sustained competitive success as a result. They are as comfortable in a courtroom as they are in a boardroom.- Napster founder Shawn Fanning learned the lesson too late, only after incumbent recording companies in the music business had driven him from the market. G. Richard Shell, an award-winning professor at one of the world's leading business schools, brings the strategic insights of leaders like Gates, Ford, Redstone, and Murdoch into bold relief. Using stories drawn from both today's headlines and business history's rich treasure trove, he shows exactly how to make the rules in your market and how to defend your interests when rivals beat you to it. What kind of rules? The rules that executives negotiate into contracts, lobby into new laws, litigate into court decisions, and persuade bureaucrats to write into regulatory standards. Many managers run away from the rules, terrified of lawyers and afraid of political entanglements. The smartest executives know that the law is far too important to leave to the...



[Read Make the Rules or Your Rivals Will Online](#)



[Download PDF Make the Rules or Your Rivals Will](#)

See Also



Grandpa Spanielson's Chicken Pox Stories: Story #1: The Octopus (I Can Read Book 2)

HarperCollins, 2005. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreword by Raph Koster. Introduction. I. EXECUTIVE CONSIDERATIONS. 1. The Market. Do We Enter the Market? Basic Considerations. How...

[Download Document »](#)



Maisy's Christmas Tree

Candlewick, 2014. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: The final scene of the gang caroling around the tree, complete with paper crowns from British Christmas crackers, is...

[Download Document »](#)



Star Flights Bedtime Spaceship: Journey Through Space While Drifting Off to Sleep

CreateSpace Independent Publishing Platform, 2013. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "Star Flights Bedtime Spaceship" is a charming and fun story with the purpose to help children...

[Download Document »](#)



The Web Collection Revealed, Premium Edition: Adobe Dreamweaver CS6, Flash CS6, and Photoshop CS6 (Stay Current with Adobe Creative Cloud)

Cengage Learning, 2012. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: You can now maximize and integrate the design and development power of Adobe Creative Suite 6 with WEB...

[Download Document »](#)



DK Readers L4: Danger on the Mountain: Scaling the World's Highest Peaks

DK Publishing (Dorling Kindersley). Paperback / softback. Book Condition: new. BRAND NEW, DK Readers L4: Danger on the Mountain: Scaling the World's Highest Peaks, Andrew Donkin, Linda Martin, From blizzards and glaciers on the world's...

[Download Document »](#)