



The Core Competence of the Corporation (Paperback)

By The Macat Team

Macat International Limited, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book. C.K. Prahalad and Gary Hamel s 1990 The Core Competence of the Corporation helped redefine traditional ideas of management strategy. It did so by focusing companies on one of the key critical thinking skills: evaluation. In critical thinking, evaluation is all about judging the strengths and weaknesses of arguments - assessing their reasoning and the relevance or adequateness of the evidence they use. For Prahalad and Hamel, companies could gain a competitive edge by evaluating themselves: their own strengths and weaknesses. By sensitively evaluating core competencies - the collective knowledge inside the organization that distinguishes it from other corporations - they could target efforts and resources with strategic focus. For Prahalad and Hamel, managers need to be able to identify and evaluate their company s unique skill sets, and the technologies that distinguish them from others businesses. How well they then coordinate these elements defines a company s competitive strength and how quickly it can adapt to new challenges. As Prahalad and Hamel showed in their case studies, the critical thinking skill of evaluation - knowing what you do best, how well you do it,...



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