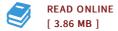




The Core Competence of the Corporation (Paperback)

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,...



Reviews

Absolutely essential study book. It normally fails to price excessive. I realized this ebook from my dad and i encouraged this publication to find out. -- Mariela Stroman

An exceptional ebook and the font employed was fascinating to read through. I actually have study and so i am certain that i will likely to read once again yet again in the future. Your life period is going to be change as soon as you complete looking at this book. -- Nelle Schaefer I