

MICHAEL MOESGAARD ANDERSEN & FLEMMING POULFELT

DISCOUNT BUSINESS STRATEGY

HOW THE NEW MARKET LEADERS
ARE REDEFINING BUSINESS STRATEGY



Discount Business Strategy How The New Market Leaders Are Redefining Business Strategy

Sven-Erik Sjöstrand



Discount Business Strategy How The New Market Leaders Are Redefining Business Strategy:

Discount Business Strategy Michael Moesgaard Andersen, Flemming Poulfelt, 2009-08-28 What people are saying about Discount Business Strategy Michael Andersen and Flemming Poulfelt provide a provocative discussion of the rapidly growing role of discounters across numerous industries how they operate how they create uniqueness and how they can destroy value for incumbents Understanding the specific moves and tools that the authors analyze will be valuable for attackers and incumbents alike Adrian J Slywotzky Director Mercer Management Consulting USA This book is very timely dealing with today s most critical strategic issue how to provide more value to the consumer through aggressive discounting Those players in manufacturing and distribution who master this will be the winners many established firms will fall by the wayside A similar set of issues are facing many nations today Europe vs Asia Peter Lorange President IMD Switzerland Andersen and Poulfelt have researched one of the most important themes in today s business world how fundamentally new business models have wiped out establishments not with new products or technologies but by creating new rules for conventional industries Read this book and learn how to recognize the disruption of your industry before it is too late Sigurd Liljenfeldt Senior Partner Monitor Group France This book asks if a firm can have its cake and eat it too that is maintain high quality at low prices My favourite example and shopping place is big box Costco Ikea is another A must read for a broad audience concerned about corporate survival Professor Larry E Greiner Marshall School of Business University of Southern California USA The aspiration to adopt the right strategy still prevails over the business world But is there a single best strategy for a company Can an organization create sustainable competitive advantage from an off the peg strategy And are most companies likely to craft a strategy that genuinely creates uncontested market space and makes the competition irrelevant The answer to all these questions is probably No And the rising tide of companies like Dell CostCo Skype and Linux means that asking them at all may soon be futile While strategists have foundered in old paradigms a new breed of competitors has emerged Value destroyers Old style thinking understood value destruction when it was confined to an industry and driven by a new product or technology But what are the implications when the destruction stems from a new way of thinking from a strategy that simultaneously creates value The implications are enormous Every company in every industry is potentially at risk This risk or opportunity is precisely the reason for this book and its focus on exploring why and how some companies have bridged the gap between differentiator and cost leader strategies to emerge as winners in hypercompetitive markets and what this entails in terms of value destruction and creation Discounting organizations are here to stay are you

Short Introduction to Strategic Management Torben Juul Andersen, 2013-08 Provides a concise yet rigorous introduction to strategic management and its contemporary challenges with multiple examples case studies and references

Beyond Strategy Michael Moesgaard Andersen, Flemming Poulfelt, 2014-05-23 Why is it that some companies turn out to be more successful when doing the opposite of what is prescribed in many of the current books on management

and strategy Interestingly many of the companies depicted as very successful companies in the standard literature end up not faring well over time probably because they somehow end up in a dangerous autopilot mode What this suggests is that the conventional literature cookbook isn't telling us the whole story Even if companies have temporarily developed from an ugly duckling to a white swan the popular recipes for success may be clipping such companies wings Conversely companies adhering to disruptive business models are seen to be more agile and to possess a higher degree of actionability Such next generation companies are labeled black swans They thrive because they are bold and embrace the great unknowns of tomorrow with open minds and eyes At the same time they are able to take advantage of incumbents fears risk aversion and blindness to what's coming Beyond Strategy delves into the inner workings of such black swans as Apple Aravind Emirates Huawei Natura Ryanair and Tata and addresses the rise and fall of Nokia The authors provide explosive evidence of black swan companies working against the norms to enter uncharted waters determined not to adhere to the best practice of others but rather to create a genuine next generation practice Next generation companies and their underlying philosophies are here to stay are you

Timber Peter Dauvergne, Jane Lister, 2013-05-08 Timber is a vital resource that is all around us It is the house that shelters us the furniture we relax in the books we read the paper we print the disposable diapers for our babies and the boxes that contain our cereal detergent and new appliances The way we produce and consume timber however is changing With international timber companies and big box discount retailers increasingly controlling through global commodity chains where and how much timber is traded the world's remaining old growth forests particularly in the developing world are under threat of disappearing all for the price of a consumer bargain This trailblazing book is the first to expose what's happening inside corporate commodity chains with conclusions that fundamentally challenge our understanding of how and why deforestation persists Authors Peter Dauvergne and Jane Lister reveal how timber now moves through long and complex supply chains from the forests of the global South through the factories of emerging economies like China to the big box retail shelves of Europe and North America Well off consumers are getting unprecedented deals But the social and environmental costs are extraordinarily high as corporations mine the world's poorest regions and most vulnerable ecosystems The growing power of big retail within these commodity chains is further increasing South North inequities and unsustainable global consumption Yet as this book's highly original analysis uncovers it is also creating some intriguing opportunities to promote more responsible business practices and better global forest governance

Strategic Organization Development Therese F. Yaeger, Peter F. Sorensen, 2009-10-01 This second volume in the Contemporary Trends in Organization Development and Change Series addresses one of the most complex and important issues for management and organization development today how to plan for and create an organization capable of not only competing but excelling in an almost impossibly turbulent and uncertain environment The book brings together a series of articles by practitioner scholars Those authors who have the responsibility for helping their organization create the future and who also have the

responsibility of helping us conceptually understand the process of strategic OD In this book you can sense the value of both of these voices the practitioner and the scholar These authors include organization development executives from global Fortune 500 organizations major community service organizations major academic contributors to the field and OD practitioners from major consulting firms Each author makes a unique contribution by providing strategies for planning the future implementing change and creating organizational capabilities for sustained success New and current models for strategic organization development and candid discussions of issues difficulties and ways of coping with unanticipated events are provided This book is dedicated to contributing to a better understanding and sharing of how major corporations community service organizations and OD consultants are experiencing and working with one of the most important organizational problems of today how to manage change for success

Return on Strategy Michael Moesgaard, Morten Froholdt, Flemming Poulsen, 2009-12-04 Why is it that many companies meticulously following recipes on management and strategy fail Did Google Skype Ryanair Huawei and a number of other successful companies buy into a well thought out strategy and adhered to that over time How do companies deliberately opting out of the recipe game and opting into the out of the box thinking fare In short why is it that some companies achieve a higher Return on Strategy than others Whereas Return on Investment RoI has attracted increased attention over the last couple of decades little if any attention is being paid to whether companies do at all achieve Return on Strategy RoS and how This book provides an overview of contemporary strategy literature and recipes brushed up with a view to identifying explanations as to how recipes has seldom worked as intended One out of several reasons rests on the fact that recipes do not take the so called X factor into account With the X factor as the starting point the book examines a sample of 50 global companies of which some has achieved a remarkable high Return on Strategy and others failed The 50 companies covers most continents as some are from the North America some are from the European continent and others are from different parts of the emerging Asian region threatening companies from the Western hemisphere The book explains the reason behind success and failures and provides practical tools as to how companies may increase their Return on Strategy In the toolbox you will find a framework on how to increase the Return on Strategy as well a number of dynamic positioning tools road maps and bearing points Invariably more and more companies including consultants business leaders and MBAs now work diligently in order to increase their Return on Strategy and the best of them are here to stay successfully are you

Eco-Business Peter Dauvergne, Jane Lister, 2013-03-01 Two experts explain the consequences for the planet when corporations use sustainability as a business tool McDonald s promises to use only beef coffee fish chicken and cooking oil obtained from sustainable sources Coca Cola promises to achieve water neutrality Unilever seeks to achieve 100 percent sustainable agricultural sourcing by 2020 Walmart has pledged to become carbon neutral Big brand companies seem to be making commitments that go beyond the usual greenwashing efforts undertaken largely for public relations purposes In Eco Business Peter Dauvergne and Jane Lister

examine this new corporate embrace of sustainability its actual accomplishments and the consequences for the environment For many leading brand companies these corporate sustainability efforts go deep reorienting central operations and extending through global supply chains Yet as Dauvergne and Lister point out these companies are doing this not for the good of the planet but for their own profits and market share in a volatile globalized economy They are using sustainability as a business tool Dauvergne and Lister show that the eco efficiencies achieved by big brand companies limit the potential for finding deeper solutions to pressing environmental problems and reinforce runaway consumption Eco business promotes the sustainability of big business not the sustainability of life on Earth Environmentalism of the Rich Peter

Dauvergne,2018-02-09 What it means for global sustainability when environmentalism is dominated by the concerns of the affluent eco business eco consumption wilderness preservation Over the last fifty years environmentalism has emerged as a clear counterforce to the environmental destruction caused by industrialization colonialism and globalization Activists and policymakers have fought hard to make the earth a better place to live But has the environmental movement actually brought about meaningful progress toward global sustainability Signs of global unsustainability are everywhere from decreasing biodiversity to scarcity of fresh water to steadily rising greenhouse gas emissions Meanwhile as Peter Dauvergne points out in this provocative book the environmental movement is increasingly dominated by the environmentalism of the rich diverted into eco business eco consumption wilderness preservation energy efficiency and recycling While it s good that for example Barbie dolls packaging no longer depletes Indonesian rainforest and that Toyota Highlanders are available as hybrids none of this gets at the source of the current sustainability crisis More eco products can just mean more corporate profits consumption and waste Dauvergne examines extraction booms that leave developing countries poor and environmentally devastated with the ruination of the South Pacific island of Nauru a case in point the struggles against consumption inequities of courageous activists like Bruno Manser who worked with indigenous people to try to save the rainforests of Borneo and the manufacturing of vast markets for nondurable goods for example convincing parents in China that disposable diapers made for healthier and smarter babies Dauvergne reveals why a global political economy of ever more more growth more sales more consumption is swamping environmental gains Environmentalism of the rich does little to bring about the sweeping institutional change necessary to make progress toward global sustainability **Understanding the Interactive**

Digital Media Marketplace: Frameworks, Platforms, Communities and Issues Sharma, Ravi S.,Tan, Margaret,Pereira, Francis,2011-10-31 Increasingly multimedia content from music movies games news books and digital art to sharable educational material e government services and e health services is delivered over broadband networks With technological advances cloud computing applications and social networking approaches many exciting applications are emerging to deliver this content as Interactive Digital Media IDM **Understanding the Interactive Digital Media Marketplace Frameworks Platforms Communities and Issues** presents the results of a large industry oriented multi national research program This

research seeks to discover usable business models technology platforms market strategies and policy frameworks for the emerging global digital economy particularly for digital media researchers and industry entrepreneurs who wish to reach users around the world

Historical Dictionary of Environmentalism Peter Dauvergne, 2016-09-09 To capture the diversity within environmentalism this dictionary takes a global tack with a focus on ideas events institutions initiatives and green movements since the 1960s It strives to avoid a common error in many histories of environmentalism to exaggerate the input of the wealthy countries of Europe and North America and understate the influence of Africa Asia South and Central America and the Polar Regions It aims as well for a more comprehensive analysis than most histories of the modern environmental movement understanding environmentalism as emerging not only from grassroots and formal nongovernmental associations but also from corporate governmental and intergovernmental organizations and initiatives This assumes the ideas and energy infusing environmentalism with political purpose arise from hundreds of thousands of sources from corporate boardrooms to bureaucratic policies to international negotiations to activists Thus environmentalists are not only indigenous people blocking a logging road Greenpeace activists protesting a seal hunt or green candidates contesting an election an equal or larger number of environmentalists are working within the Japanese bureaucracy to implement environmental policies within the World Bank to assess the environmental impacts of loans within Wal Mart to green its purchasing practices or within intergovernmental forums to negotiate international environmental agreements This second edition of *Historical Dictionary of Environmentalism* contains a chronology an introduction and an extensive bibliography The dictionary section has over 300 cross referenced entries on important events issues organizations ideas and people shaping the direction of environmentalism worldwide This book is an excellent access point for students researchers and anyone wanting to know more about environmentalism

For medlemmernes skyld Carsten Lê Madsen, 2012-08-30 Hvad er rsagerne bag fagbev gelsens krise De faglige organisationer udg r en betydelig del af foreningslivet Men fagbev gelsen har de senere r m rket nedgang i medlemstallet og har mistet indflydelse og omd mme Bogen viser hvordan de faglige organisationer kan styrkes hvis de fokuseret arbejder med v rdiskabelsen for deres medlemmer og mere konsekvent og systematisk involverer medlemmerne Hverken bedre konomistyring bedre markedsf ring endsige bedre produktudvikling kan alene ndre p de d rlige tal L s om hvordan strategisk ledelse af de faglige organisationer kan g re dem succesfulde

The British National Bibliography Arthur James Wells, 2007

Enterprise IT Governance, Business Value and Performance Measurement Shi, Nan Si, Silvius, Gilbert, 2010-10-31 This book provides evidence based insights into the management and contribution of IT in organizations to offer practical advice solutions models and tools that are instrumental in getting business value from IT Provided by publisher

Rethinking Strategy for Creative Industries Milan Todorovic, with Ali Bakir, 2016-03-02 Creative Industry practices are increasingly manifested through hybrid models and methods and emerging sub sectors With ever finer dividing lines between form and content product and service participation and consumption the distinctions between sectors

are increasingly blurred while new convergent models emerge Reflecting this fluid context this book provides a new perspective on strategy in the Creative Industries Based on extensive original research and live empirical data derived from case studies interviews and observations with creative managers it reveals strategic decision making by analysing business manoeuvres and stages of innovation in the Creative Industries Through analysing the interactive features of aesthetically driven information assets and how new user consumer cultures are applied it uncovers the principles that are transforming strategy in the Creative Industries This innovative volume will be of significant interest to scholars advanced students and practitioners in the Creative Industries as well as industry consultancies and practitioners

Marketing Your Business Robert E Stevens, David L Loudon, Ronald A Nykiel, 2013-10-31 Examine essential marketing disciplines and weapons This essential book will show you how to design a strategic marketing plan for any brand product service or business It explains all of the major marketing disciplines and familiarizes you with the marketing weapons arsenal It also teaches you to conduct a marketing audit provides helpful sample worksheets and forms and includes case examples a glossary of marketing terms and appendixes discussing sources of marketing intelligence and professional marketing associations This single volume provides a step by step process with short clear examples of how to develop a custom plan to fit any business In addition it defines all of the business terms you ll find inside and lists additional resources to draw upon With *Marketing Your Business A Guide to Developing a Strategic Marketing Plan* you will explore the process of selecting the right strategy by defining your business strategy assessing the most relevant focal points and choosing the marketing strategy that will work best for you the arsenal of current marketing weaponry advertising budgeting promotions pricing sales database marketing public relations packaging legal issues and more the nature of strategic marketing plans competitive and environmental assessments mission statements slogans budgeting goals and objectives etc key checklists and 13 sample work forms that will help you formulate your plan and much more Ideal for use by educators and students as well as businesspeople *Marketing Your Business* brings together everything you need to know to develop an effective strategic marketing plan and put it into action

Strategi Michael Moesgaard Andersen, Flemming Poulfelt, 2016-02-26 St r I overfor at skulle forny eller opdatere jeres strategi s er STRATEGI bogen som kan forsyne jer med en indg ende forst else for hvad strategi i moderne virksomheder er den nyeste viden p omr det og hele 101 strategiske v rkt jer samlet p t sted Med bogen bringes I direkte ind i det strategiske maskinrum og f r svar p sp rgsm lene Hvorfor er det n dvendigt at arbejde med strategi Hvordan kan der arbejdes med strategi Hvem skal inddrages i processen Hvilke metoder og v rkt jer egner sig til forskellige situationer Hvordan kan en strategi eksekveres s der opn s maksimal effekt Bogens pointer illustreres med masser af eksempler p virksomheders aktuelle strategiske satsninger og udfordringer For eksempel f r du et svar p hvorfor danske B O ikke opn ede Apples succes p trods af at en r kke kernekompetencer var p plads STRATEGI er oplagt l sning for ledere medarbejdere bestyrelsesmedlemmer og r dgivere der tager aktiv del i virksomheders strategiproces og for studerende med

interesse for strategisk arbejde og teori **Rethinking Public Strategy** Sean Lusk, Nick Birks, 2014-07-23 Strategy is vital to effective and efficient public service delivery as well as successful governance and leadership This new text provides a concise yet systematic overview of the achievements downfalls and complexities of public strategy in today's globalized and often market driven world It describes the place of strategy in civic societies whose citizens are more interconnected and vocal than ever It shows that successful strategic planning goes well beyond problem solving to developing adaptable plans that can evolve as requirements and circumstances change And it explains why muddling through simply won't work Emphasizing the importance of applying a variety of techniques to the process of strategy creation Rethinking Public Strategy reassesses the key factors that can deliver significant improvements in public services and build public value It looks at why public strategy is distinctive as well as the principles it has in common with the corporate domain This text includes numerous case studies from around the globe from South Africa to Singapore the USA to Germany and from China to the Czech Republic that ground the exposition in real experience Based on state of the art research by two expert practitioners in the field it offers an essential guide to the art of strategy in the contemporary public sector and encourages readers to evaluate critically the various approaches to strategy **Handbook of Research on Global Information Technology Management in the Digital Economy** Raisinghani, Mahesh S., 2008-01-31 Includes the most important issues concepts trends and technologies in the field of global information technology management covering topics such as the technical platform for global IS applications information systems projects spanning cultures managing information technology in corporations and global information technology systems and socioeconomic development in developing countries **Rethinking Corporate Governance** Sven-Erik Sjöstrand, 2016-05-27 Rethinking Corporate Governance's extensive and insightful empirical investigation offers a radically new approach to corporate governance This groundbreaking volume describes and analyzes the key nature based and actor based forces that ultimately determine corporate governance processes and long term corporate paths Generally such forces work in complex and intricate interplays that to a large extent vary among corporations A theory of shareholder governance is developed and integrated into the established and more comprehensive theory of corporate governance to create a revised theory of the corporation firm The new possibilities that this creates for explaining how processes develop and ultimately influence corporate paths are presented in depth Featuring conclusions based on an empirical material that is both rich and exclusive the book also contains extensive non-anonymized materials from authentic corporate governance processes A general conclusion is that actions taken by individuals have a special status among those forces as they not only generate impact in themselves but also involve interpretations of the possible effects of all the other forces Among those actions the ones taken by the shareholders stand out as particularly decisive both for the governance processes as such and for how corporations develop over time Offering a degree of openness detail and realism that is hard to find in any other case based study this innovative and enlightening

volume is essential for both academics and practitioners involved in corporate governance corporate strategy and the theory of the firm

Rethinking Operating Models Kent McMillan,Amy Kates,Greg Kesler,2025-03-03 Despite the economic expansion driven by technological advances and AI businesses today are facing mounting challenges Providing practical frameworks and tools to design organizations that meet ambitious growth profitability and sustainability goals Rethinking Operating Models is a must read for senior business leaders and organization design and development professionals who are looking to adapt their operating model to meet the most persistent and pressing business questions It allows practitioners to design models that will fuel growth and innovation can transform through the changing pace of data and technology developments and achieve agility at scale This book also provides essential coverage of how to execute mergers acquisitions and divestments how to manage complexity and cost as well as how to embed responsibility and sustainability into the organization Written by a team of experts and supported by proven methodologies and real world examples this book provides readers with the ability to tailor solutions to their own unique contexts

This book delves into Discount Business Strategy How The New Market Leaders Are Redefining Business Strategy. Discount Business Strategy How The New Market Leaders Are Redefining Business Strategy is an essential topic that must be grasped by everyone, ranging from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Discount Business Strategy How The New Market Leaders Are Redefining Business Strategy, encompassing both the fundamentals and more intricate discussions.

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 - Chapter 4: Discount Business Strategy How The New Market Leaders Are Redefining Business Strategy in Specific Contexts
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technology.

6. In chapter 5, this book will draw a conclusion about Discount Business Strategy How The New Market Leaders Are Redefining Business Strategy. The final chapter will summarize the key points that have been discussed throughout the book. The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of Discount Business Strategy How The New Market Leaders Are Redefining Business Strategy.

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