

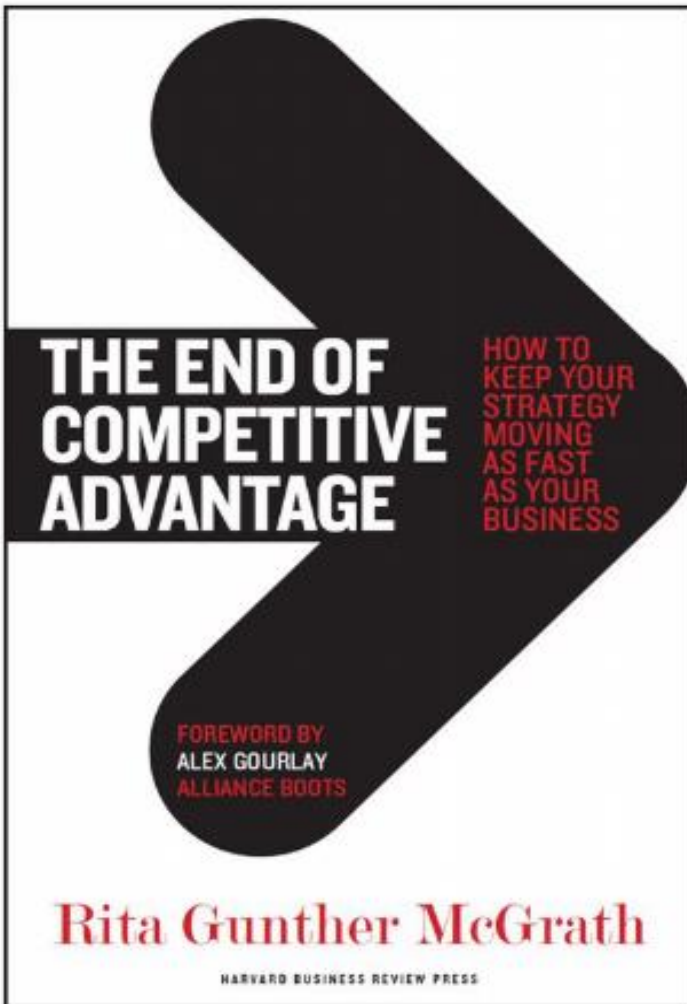
Tool: The New Competitive Advantage

- Read this book by Rita Gunter McGrath to better understand how quickly traditional strategies and competitive advantage can become obsolete and what you need to do to stay alive and win.

- Alternatively, watch Rita's webinar on HBR
<https://hbr.org/2013/08/the-end-of-competitive-advanta>

Or read this is article

<https://www.strategy-business.com/article/00239?gko=8e54d>



Tool: The New Competitive Advantage

- Below are the five areas where the new competitive advantage is being built on (source Rita Gunter McGrath)

The new strategy playbook



Continuous Reconfiguration

Healthy Disengagement

Deft Resource Allocation

Innovation Proficiency

A New Leadership Mindset

Entrepreneurial Career Management