



Outthink the Competition: How a New Generation of Strategists Sees Options Others Ignore

Kaihan Krippendorff

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A *Fast Company* blogger and former McKinsey consultant profiles the next generation business strategists: the "Outthinkers"

"Outthinkers" are entrepreneurs and corporate leaders with a new playbook. They see opportunities others ignore, challenge dogma others accept as truth, rally resources others cannot influence, and unleash new strategies that disrupt their markets. *Outthink the Competition* proves that business competition is undergoing a fundamental paradigm shift and that during such revolutions, outthinkers beat traditionalists.

Outthink the Competition presents stories of breakthrough companies like Apple, Google, Vistaprint, and Rosetta Stone whose stunning performances defy traditional explanation and will inspire readers to outthink the competition. Core concepts in the book include:

- Discover the Eight Dimensions of Disruption
- Learn to play by the Outthinker Playbook
- Develop the Five Habits of the Outthinker
- Implement the Outthinker Process

It's time to buck tradition in order to stay ahead. Outthink the competition and uncover opportunities hiding in plain sight.

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Annamarie Hernandez:

The book Outthink the Competition: How a New Generation of Strategists Sees Options Others Ignore has a lot of information on it. So when you make sure to read this book you can get a lot of gain. The book was published by the very famous author. Tom makes some research just before write this book. That book very easy to read you can find the point easily after reading this book.

Kellie Stephens:

Exactly why? Because this Outthink the Competition: How a New Generation of Strategists Sees Options Others Ignore is an unordinary book that the inside of the publication waiting for you to snap this but latter it will zap you with the secret that inside. Reading this book adjacent to it was fantastic author who have write the book in such amazing way makes the content interior easier to understand, entertaining technique but still convey the meaning fully. So , it is good for you because of not hesitating having this ever again or you going to regret it. This amazing book will give you a lot of gains than the other book have such as help improving your talent and your critical thinking means. So , still want to hold off having that book? If I were being you I will go to the e-book store hurriedly.

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