



# How Industries Evolve: Principles for Achieving and Sustaining Superior Performance

*By Anita M. McGahan*

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## **How Industries Evolve: Principles for Achieving and Sustaining Superior Performance** By Anita M. McGahan

There are specific rules that govern how change can successfully occur in a given industry. Companies whose growth strategies follow the rules of their industry succeed; those who break the rules fail. This book shows how to align strategy with the principles of industry change to achieve sustainable growth. [UNK] Growth and innovation are essential for the long-term survival of every company - and they are also the two arenas in which companies most consistently fail. This book offers a compelling reason for why this is happening - and a breakthrough framework for turning it around. [UNK] What sets this book apart from other strategy books is the groundbreaking model that explains industry evolution according to four categories: progressive, creative, radical, and intermediating. Using this framework, strategists can answer three core questions: Which type of industry is my firm in and what are the rules of change? How do I align innovation with these rules of change? What forms of innovation will work within this particular industry context?

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**How Industries Evolve: Principles for Achieving and Sustaining Superior Performance** By Anita M. McGahan Bibliography

- Sales Rank: #1226003 in Books
- Published on: 2004-11-14
- Original language: English
- Number of items: 1
- Dimensions: 9.68" h x .95" w x 6.40" l, 1.27 pounds
- Binding: Hardcover
- 245 pages

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#### **About the Author**

McGahan has worked closely with Michael Porter for more than a decade and is consistently identified as an up-and-comer in the strategy field.

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