

“This book will be a winner. It is guaranteed to stimulate your strategic and tactical imagination.”

Philip Kotler

14 complete
attack and defense
strategies for
competitive advantage

STRATEGY MOVES

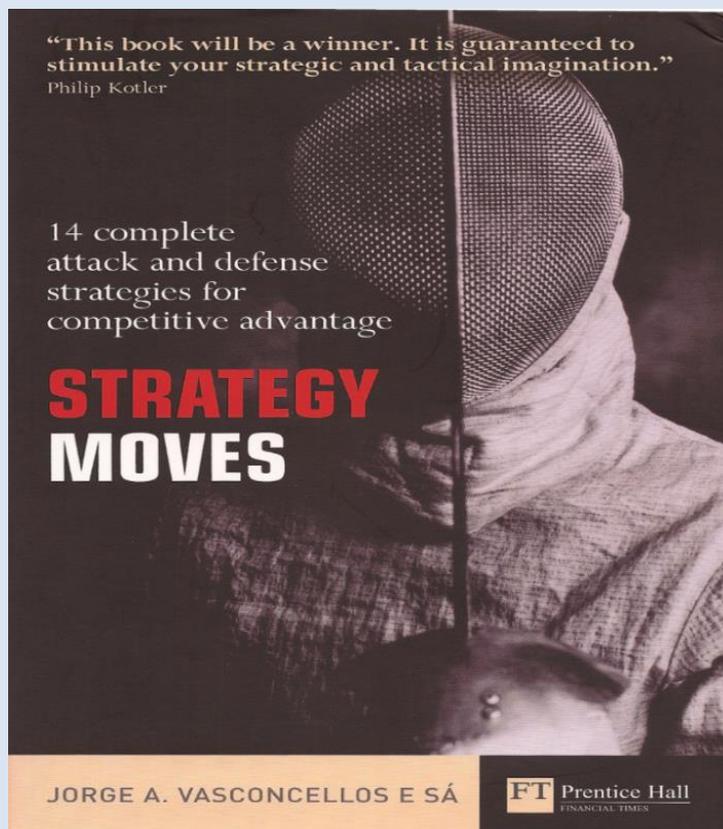
JORGE A. VASCONCELLOS E SÁ



Prentice Hall
FINANCIAL TIMES

CONFERENCE BY JORGE SÁ ON:

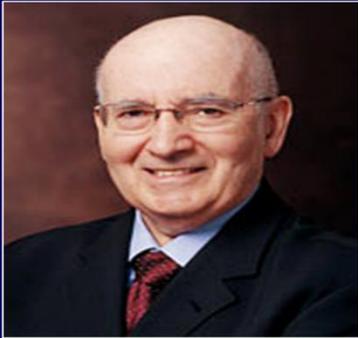
**BUSINESS STRATEGY: THE 14
STRATEGIC MOVES, THE RULES TO
FOLLOW IN IMPLEMENTING AND
THE 13 TYPES OF ALLIANCES**



**Vasconcellos e Sá
Associates, S.A.**

BUSINESS STRATEGY: THE 14 STRATEGIC MOVES, THE RULES TO FOLLOW IN IMPLEMENTING AND THE 13 TYPES OF ALLIANCES

1. Importance:



PHILIP KOTLER

vs

Since the **early 70s** the **Japanese achieved global leadership** in industries thought to be **dominated** by **Western impregnable giants**: *automobiles, motorcycles, watches, cameras, optical instruments, steel, shipbuilding, snowmobiles, bicycles, pianos, zippers, radios, televisions, audio equipment, calculators, copying machines, and so on.*

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And then

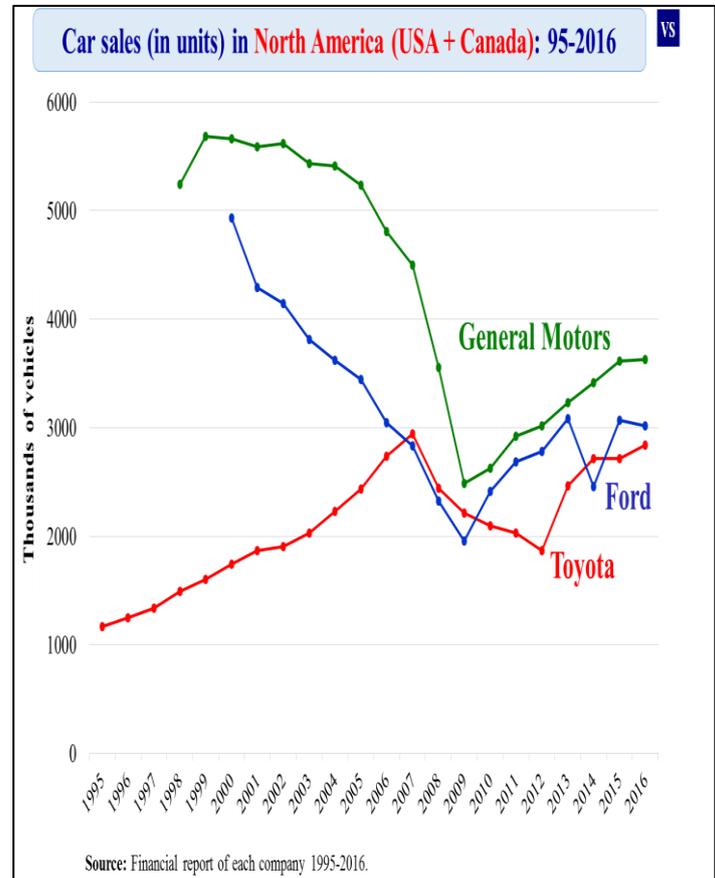
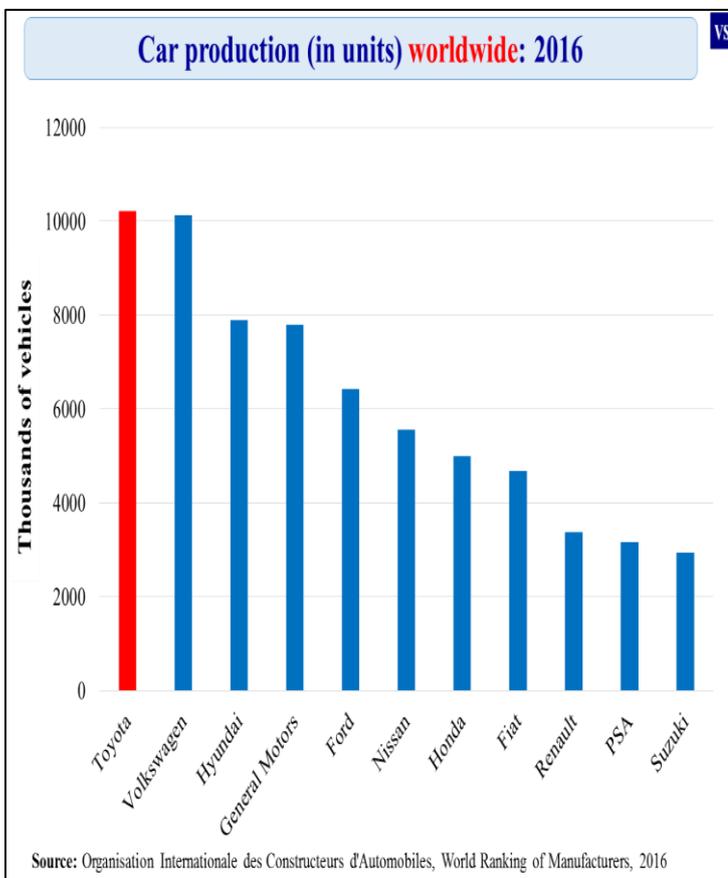


Not all this **success** can be explained either by special government support, or by **tactical aspects** such as human resources, production, marketing and financial techniques. There is a **missing link**: **strategy** was also essential; without it, many other disadvantages would have disappeared.

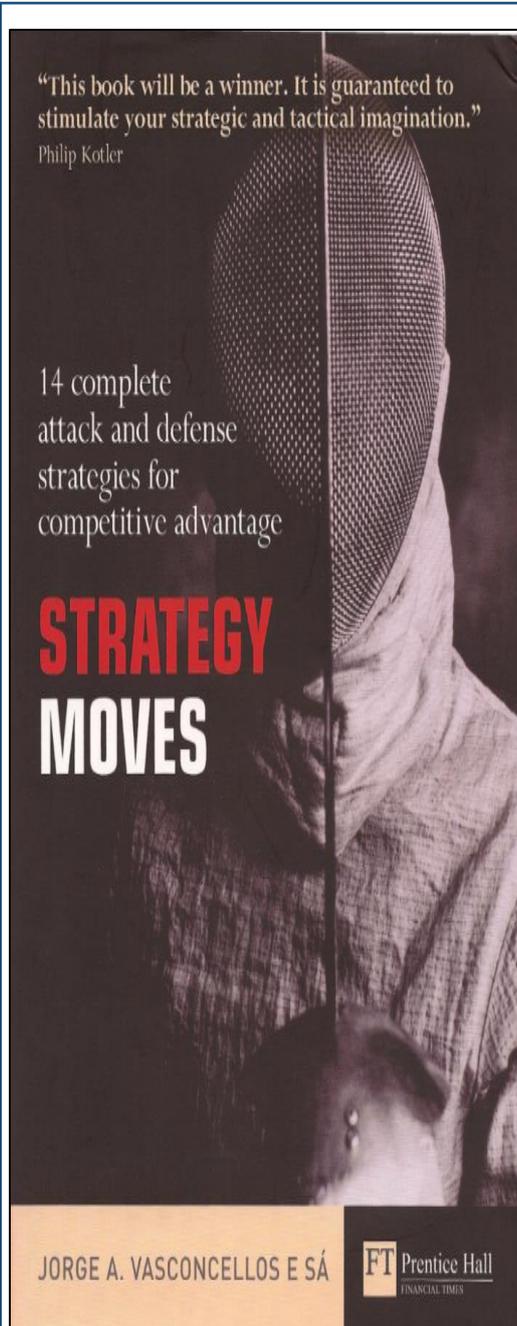
2.

Content:

- ✚ The **what** - 14 types of strategies:
 - Six of *attack* (frontal attack, guerrilla, by-pass, flanking, etc.)
 - Eight of *defense* (signaling, creating entry barriers, global service, etc.)
- ✚ The **how**: the rules to follow when implementing each type of strategy;
- ✚ The **when**:
 - When to attack and when to defend?; and
 - When attacking or when defending, which type of strategy to follow?
- ✚ **With whom**: alone or in alliance (13 types of alliances)?
- ✚ Competitiveness is a consequence of **mastering** the *what*, the *how*, the *when* and *with whom*
- ✚ **Internationalization key success factors**: how **Toyota** conquered world markets;
- ✚ Strategies followed by **other Japanese companies** (Honda, Mazda, Yamaha, Kawasaki and Suzuki);
- ✚ **Result**:



Based on Philip Kotler's material and Jorge Sá's book below:



Publisher: Financial Times / Prentice-Hall

Examples of endorsements:

*"This book will be a **winner** as Sá offers the most comprehensive treatment and assessment of attack and defense business strategies. It is guaranteed to stimulate your strategic and tactical imagination."*

Philip Kotler (Professor at Northwestern University)

"This book is great. There's no better analogy for marketing than warfare... Sá does a superb job in outlining the many strategic choices involved in fighting an effective war."

Al Ries (author of the bestsellers Positioning, Marketing Warfare, etc.)

*"This book provides one of the **clearest**, most engaging discussions I've ever seen of how to balance the here-and-now of a business with the future. Managers who are dealing with these difficult, uncertain times will benefit from reading it. Professor Sá has done it again!"*

Donald Hambrick (Evan Pugh Professor and Smeal Chaired Professor of Management, The Pennsylvania State University)