



“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



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# Contents

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Acknowledgements	viii
Preface: nothing is written	ix
What, when and how	xii
<b>1</b> You can win with ten or lose with a hundred: two examples from the field of war	1
<b>2</b> The reasons for victory and defeat – and the lessons for business	19
<b>3</b> Attack: the six strategic movements	39
<b>4</b> Defense: the eight strategic movements	95
<b>5</b> When to follow each strategic movement	131
<b>6</b> Organizational alliances	143
<b>7</b> Case study: lessons from the Japanese car industry in a global age	161
<b>8</b> Conclusion: the eight rules to follow for success	191
Notes	197
Bibliography	207
Index	209

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**“This book will be a winner as Vasconcellos e 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, S.C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University

**“This book is great. There’s no better analogy for marketing than warfare... Vasconcellos e Sá does a superb job in outlining the many strategic choices involved in fighting an effective marketing war.”**

– Al Ries, author of *Positioning and Marketing Warfare*

**“No executive can afford to miss this book.”**

– Professor Donald Hambrick, Smeal Chaired Professor of Management, Pennsylvania State University

In business as in war, you can be small but win. You can be large and lose. Nothing is written except the rules of success and failure. Following these rules is the key to victory:

- Knowing how to interpret the business landscape and move strategically.
- Knowing whether to attack or defend.
- Knowing when to enter the field and when to withdraw.
- Knowing how to isolate, outflank or encircle your opponents.
- Explaining these rules and how to use them is the purpose of one book, *Strategy Moves*.

*Strategy Moves* equips you with the complete set of strategic options at your disposal. Fourteen essential moves; eight defense and six attack, to help you start beating your opponents and making real progress towards victory in the market.

From successful defense at the battle of Rorke’s Drift to the successful Japanese assault on global car markets, the lessons of conflict and competition are drawn together to help you to pick the right strategic battles, make the right strategic moves and coordinate them decisively in the market.

With *Strategy Moves*, you will never be short of a winning business strategy.

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