



# Leapfrogging the Competition, Fully Revised 2nd Edition: Five Giant Steps to Becoming a Market Leader

*Oren Harari Ph.D.*

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## Your Battle Plan to Winning the Competitive Wars

Today's business world is in a state of constant upheaval. Deregulation, globalization, and new technologies are fragmenting markets and tearing down barriers. New businesses are sprouting up in areas that didn't even exist a few years ago. Today, with global alliances and speed-of-light advances in technology, anyone—from established behemoth to tiny startup—can become a significant player in virtually any market. But how can a company maintain its competitive advantage in this new, unpredictable environment?

In *Leapfrogging the Competition*, business management expert and popular speaker **Dr. Oren Harari** shows you how any organization can vault over today's competition and lead the market—not merely respond to it. Inside you'll discover the five cutting-edge, giant steps that savvy business leaders around the world are using to propel their companies to new heights. You'll learn not only how to survive in today's marketplace, but how to win.

"Shows how organizations can use the power of information technology to create strong partnerships."—**Michael Dell, Chairman & CEO, Dell Computer Corporation**

"A fast-moving, on target tutorial on how to clean out the underbrush of fads and decaying management theories and get ready for the new wave of knowledge-driven and people-focused winning organizations.

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"This rich book is lofty, yet completely practical. The reader comes away with a sense of 'now I understand, now I know what to do.'"—**Scott Shuster, *Business Week***



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