



Adaptive Advantage: Winning Strategies for Uncertain Times

By Martin Reeves, Michael S. Deimler



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Sustainable competitive advantage no longer arises exclusively from position, scale, and the ability to produce and deliver an offering. Advantage today is far less durable than it was in the past—and leadership more transitory. In this environment, achieving, sustaining, and extending a competitive edge require extraordinary agility. Five-year plans must give way to rapid-cycle learning and action. Traditional strategy must become adaptive strategy. This book brings together a series of essays describing the results of ongoing research, by the Strategy Institute of The Boston Consulting Group, into how companies can sharpen their edge by accelerating the clock speeds of their strategies to match those of their markets.



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