

strategy

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This is a collection of good writing on technology strategy that has resonated with me over the years. "Business strategy" is an incredibly broad space with a lot of seminal works (Clayton Christensen's work for example) and no one page can hope to collect them all. This is meant as a cross-section of writing that has resonated with me and is biased towards the spaces I've worked on - consumer technology. Some of these are classic business frameworks/thinking applied in a modern context. Some of these are about capturing tech history in a way that illuminates strategic insights. And some of these are here just because I found them fun.

I strongly suggest checking out the [memos](#) collection as that has a lot of great "strategy" writing as well. As always, if you have thoughts/additions drop me a note at sriram@sriramk.com.

P.S This is work in progress. If you don't see your favorite writer/post, don't get mad - send me a note!

Consumer Tech

- [Aggregation Theory - Ben Thompson](#)
- "Loops" - lots of good writing on loops in consumer technology. This is one of the most interesting active spaces of study.
 - [Reforge on loops](#). This isn't technically all public content but the Reforge course has some of the best growth loop thinking from Casey Winters, Brian Balfour and others.
 - [Figma](#) and [Superhuman](#) loop breakdowns by Kevin Kwok
- [Hierarchy of Engagement - Sarah Tavel](#)
- [Status as a Service - Eugene Wei](#)
- [10 factors to consider when evaluating digital marketplaces - Bill Gurley](#)
- "Bundling"
 - [Four myths of bundling - Shishir Mehrotra](#)
 - [How bundling benefits buyers and sellers - Chris Dixon](#)
 - [Bundling and unbundling interview - Barksdale](#)
- [What is Amazon - Zack Kanter](#)

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- [Mission, Strategy and Tactics - Andrew Bosworth.](#)
- [Alex Zhu - Musical.ly/TikTok interview](#)
- Matthew Ball on [Disney-as-a-Service](#) and [Epic](#).
- [Commoditizing your complements - Joel Spolsky](#)
- [Free parking and whole sale transfer pricing - Tren Griffin](#)
- [How to successfully launch a social networking development platform - Max Levchin](#)
- [The 10th anniversary of the iPad - a perspective from the Windows team - Steven Sinofsky](#)
- [What really happened with Windows Vista - Terry Crowley](#)

Classic/Other Business Strategy.

- [Cable Cowboy - Mark Robichaux](#) John Malone bio
- [7 Powers - Hamilton Helmer](#)
- [Kochland - Christopher Leonard](#)
- [Alibaba - the House that Jack Ma built - Duncan Clark](#)
- [Software - Intimate Portrait of Larry Ellison and Oracle - Matthew Symonds](#)
- [Disneywar - James Stewart](#)
- [Innovator's Dilemma - Clayton Christensen](#)
- [Five Forces - Michael Porter](#)
- [What is strategy - Michael Porter](#)

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