



Make the Rules or Your Rivals Will

By Shell, G. Richard

Crown Business, 2004. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: THERE IS A NEW TRUTH ABOUT BUSINESS STRATEGY: HE WHO MAKES THE RULES MAKES THE MONEY A few savvy executives understand a vital but hidden truth about business in fiercely competitive markets: Making the rules of the game means the difference between winning and losing. - Bill Gates has known this since he was nineteen, when he personally drafted his first licensing contract for a start-up company called Microsoft. - Henry Ford learned it the hard way in the early days of the automobile industry when a powerful industry cartel tried to drive him out of business with a bogus patent.- Sumner Redstone and Rupert Murdoch are both masters of this truth-- and have led Viacom and News Corporation to sustained competitive success as a result. They are as comfortable in a courtroom as they are in a boardroom.- Napster founder Shawn Fanning learned the lesson too late, only after incumbent recording companies in the music business had driven him from the market. G. Richard Shell, an award-winning professor at one of the world's leading business schools, brings the strategic insights of leaders like...



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