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manage the competition among their peers and how effectively they are able to fend off potential entrants A focus on outsiders lies at the heart of business strategy This book is a handbook on how to identify, understand, anticipate, and influence those important outsiders Many people have helped in the creation of our book

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Bruce Greenwald, one of the nation's leading business professors, presents a new and simplified approach to strategy that cuts through much of the fog that has surrounded the subject Based on Competition Demystified: A Radically Simplified Approach to Business Strategy Design Driven

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Competition Demystified A Radically Simplified Approach to Business Strategy By Bruce Greenwald and Judd Kahn Published by Portfolio ISBN 1591840570 2005 Available at A B C Introduction Thanks to Michael Porter's groundbreaking work, Competitive Strategy, published in 1980, strategic thinking in

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Competition Demystified: A Radically Simplified Approach to Business Strategy (with Judd Kahn, Putnam Penguin, 2005), Value Investing: From Graham to Buffett and Beyond (with Judd Kahn, et al, Wiley, 2001), The Curse of the Mogul: What's Wrong with the World's Leading Professor Bruce Greenwald Mark Cooper, CFA '02

Syllabus FINC 444(0)-61: Value Investing (VI) Professor ...

"Competition Demystified: A Radically Simplified Approach to Business Strategy," Portfolio, Penguin Group, New York, 2007 (YL) Yefei Lu, "Inside the Investments of Warren Buffett, Twenty Cases", Columbia Business School Publishing, 2016 Optional Books (Read on your own): Benjamin Graham, Updated with new commentary by

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Competition brings advantages to society at large but that is not what we are after as investors Our goal is the sustainable compounding of wealth Competition, while cherished by consumers, is antithetical to this goal It is therefore important to not be carried away ...

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Syllabus (tentative) Professor Ravi Jagannathan

"Competition Demystified: A Radically Simplified Approach to Business Strategy," Portfolio, Penguin Group, New York, 2007 (II) Benjamin Graham, Updated with new commentary by Jason Zweig, "The Intelligent Investor," 4th edition, Harper Collins,

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Bruce Greenwald on Positioning First Eagle's Funds

Bruce Greenwald on Positioning First Eagle's Funds By Robert Huebscher November 17, 2009 Bruce Greenwald is a recognized expert on value investing A professor of finance at Columbia University and Director of Research at First Eagle Funds, he is the author of the books "Value Investing: from Graham to Buffett and Beyond," "Competition

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Bruce Greenwald on Positioning First Eagle's

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