

Session 12

Strategic Competition and Cooperation

In this session you will learn:

1. How to use an understanding of the value net as the basis for interfirm cooperation in the creation of superior value
2. How to simultaneously compete and cooperate with others in an industry as the basis of a firm's strategy
3. How to analyze the impact that the development of industry standards affects the relative position of competitors in an industry
4. How to compete in industries in which the business model for value creation, the technology driving the industry, and player coalitions are constantly in a state of flux