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Competition Demystified: A Radically Simplified Approach to Business Strategy Bruce C. Greenwald, Judd Kahn 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.

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Competition Demystified - Bruce Greenwald - Review Summary

Competition Demystified: A Radically Simplified Approach to Business Strategy. New York, N.Y.: Portfolio, September 2005. Each author name for a Columbia Business School faculty member is linked to a faculty research page, which lists additional publications by that faculty member.

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