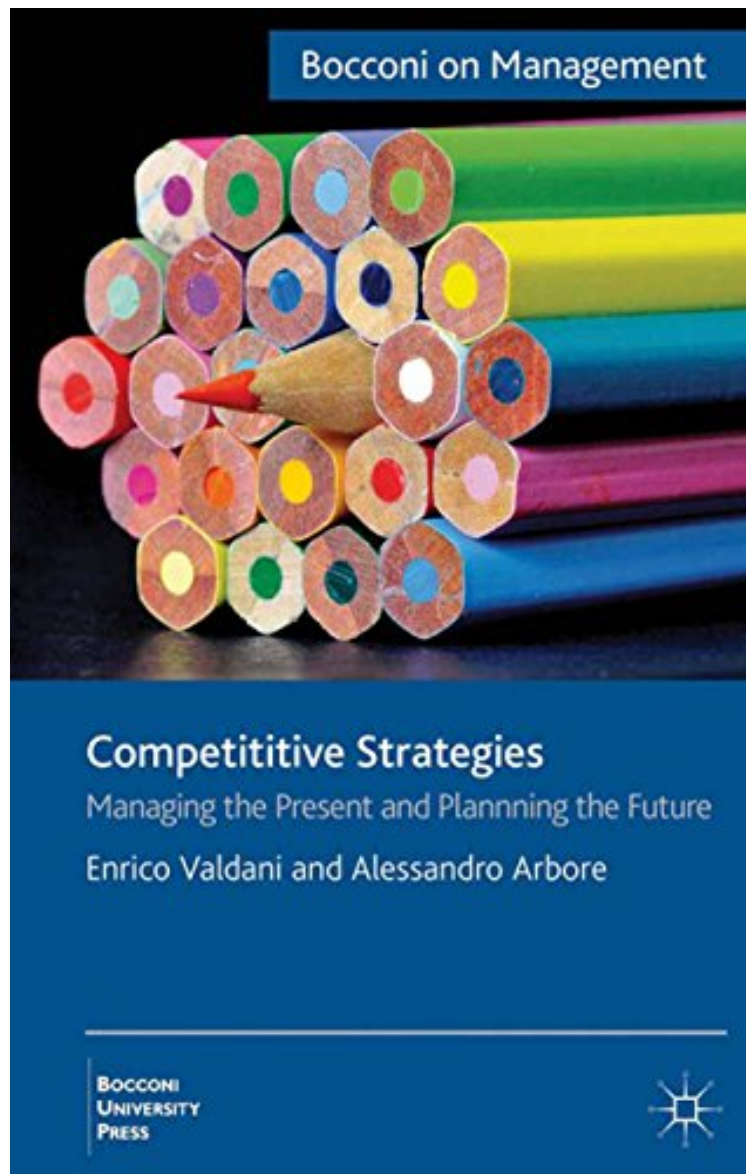


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## Competitive Strategies: Managing the Present, Imagining the Future (Bocconi on Management)

*E. Valdani, A. Arbore*

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This book proposes a new framework to effectively manage both offensive and defensive marketing strategies. It reinterprets the competitive challenge as a circular journey, that is, an endless sequence of three competitive "seasons." The authors call them the games of movement, imitation, and position.

About the Author Enrico Valdani is Full Professor and Director of the Marketing Department at Bocconi University, Italy. He is former President of SIM, the Italian Marketing Society, co-founder of VVA consulting company and the author of many books on strategic marketing and international marketing issues. Alessandro Arbore is SDA Professor of Marketing at Bocconi University, Italy, and director of the Executive Master in Marketing and Sales (EMMS). He was previously a visiting scholar at the Wharton Business School, University of Pennsylvania, USA and is the author of many international publications on ICT and marketing topics.