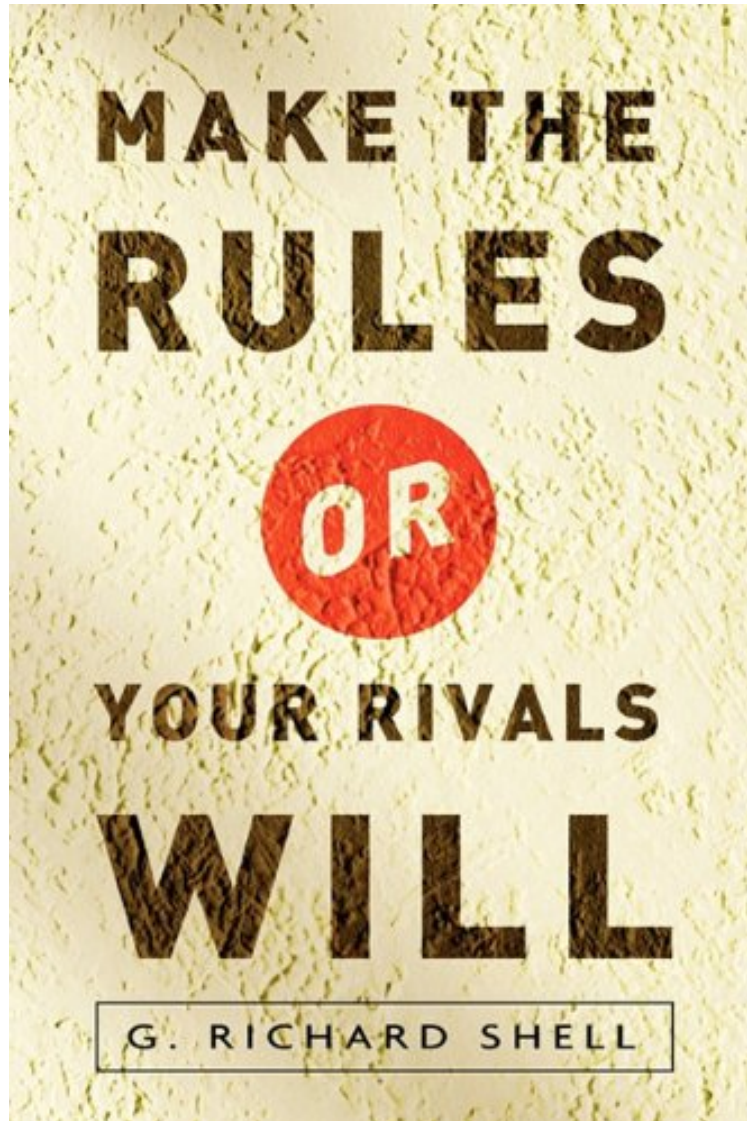


(Download pdf ebook) Make the Rules or Your Rivals Will

Make the Rules or Your Rivals Will

G. Richard Shell

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#898288 in Books Richard Shell Shell Richard 2011-02-23Original language:EnglishPDF # 1 5.98 x .76 x 9.021, 1.09 #File Name: 0615456537338 pagesMake the Rules or Your Rivals Will | File size: 49.Mb

G. Richard Shell : Make the Rules or Your Rivals Will before purchasing it in order to gage whether or not it would be worth my time, and all praised Make the Rules or Your Rivals Will:

1 of 1 people found the following review helpful. How to beat your rivals over the head through negotiation, lobbying, and law suits!By Run and DanceThis is a well written book for those seeking examples of how businesses use the legal system as part of their business strategy. Ethical? Hardly!! but legal?.. well, I guess so, barely!! This book explains the efforts that entrenched businesses go through to keep new competition from getting a foothold in their

market.0 of 0 people found the following review helpful. Five StarsBy Benjamin SmithGreat book, I now understand where dumb laws come from.0 of 0 people found the following review helpful. Five StarsBy HeatherGreat book. Eye-opening and informative.

This book introduces a dynamic, new framework for using law, litigation, regulation and lobbying as part of competitive business strategy. Every business strategist, entrepreneur, and corporate lawyer needs to understand a basic truth of the modern market -- you must make the legal rules that govern your products and services or one of your competitors will. And it is much easier to stay in business if you are the one writing the rules. Written in a lively style with a host of stories and examples drawn from business history as well as contemporary events, professor G. Richard Shell of the world-famous Wharton School of Business shows how business leaders from Henry Ford and Bill Gates and corporate rivals from Coke to Pepsi have fought and won the battle for legal supremacy.

From Publishers WeeklyBeing smart and successful in business is possible only for those armed with the "kill or be killed" mentality. Competition is inevitable, says author Shell, a professor at the Wharton School, but in a cutthroat world that rewards street smarts and cunning along with good connections and unlimited funds conquering business enemies is the necessary ingredient for true success. Shell explains "everything-you-wanted-to-learn-in-business-or-law-school-but-didn't": if you want to be a rule maker, then you must know the rules, which include be bold, don't sleep and be prepared to settle. It's not always pretty and it's certainly never fair, he says, but the sooner one accepts the reality of this cold, hard business world, the sooner the competition will seem less threatening if not entirely inconsequential. Drawing on a well-researched laundry list of business-related case studies, personality profiles and history lessons that show how and how not to win in the game of business, Shell makes a good case of why nice guys rarely finish first (and manages to bring in everyone and everything from Coke and Pepsi to Bill Gates, Rupert Murdoch, Wal-Mart, Pennzoil, Texaco and many, many others). Men and women who go to law and business school to learn how the system works so they can make the world a better place are fooling themselves and are likely not headed for super-success. Understanding how people, companies and laws really work what Shell refers to as "sophistication in litigation" is what separates the winners from the losers. Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist In the competitive high-stakes game of big business, it is no secret that companies work the legislative and legal systems to gain advantage in the marketplace. It's called competitive legal strategy, by which some companies make the rules and others are forced to operate within restrictive boundaries that add cost and inconvenience to entering a given market. Rather than pass judgment on these tactics, Shell exposes these realities in order to give business owners and managers the legal knowledge to make better, more profitable strategic decisions. Citing numerous real-world cases, he examines contracts, lawsuits, government legislation and lobbying, patents, copyrights, and other intellectual-property issues such as music downloading. Famous rivalries such as those between Henry Ford and the early automobile consortium, the railroads and the trucking industry, the cola wars, and the case against Microsoft are examined. Without getting too technical, Shell shows how companies that utilize smart legal strategies early and pick their fights wisely are the ones that come out ahead. David Siegfried Copyright American Library Association. All rights reserved From the Inside Flap 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 Gates, Ford, Redstone, and Murdoch into bold relief. Using stories drawn from both today's headlines and business history's rich treasure trove, he shows exactly how to make the rules in your market and how to defend your interests when rivals beat you to it. What kind of rules? The rules that executives negotiate into contracts, lobby into new laws, litigate into court decisions, and persuade bureaucrats to write into regulatory standards. Many managers run away from the rules, terrified of lawyers and afraid of political entanglements. The smartest executives know that the law is far too important to leave to the lawyers. They follow the example set by legally savvy corporate leaders: Learn the 10 percent of legal strategy that makes 90 percent of the difference in winning competitive battles. Shell's book will completely change the way you think about: Branding. What if your competitor tries to deny you the right to use your product name, as Coke did when it launched a worldwide campaign to stop Pepsi from using the word "cola"? Pricing Strategy. Wal-Mart is crushing you by discounting. How about writing rules to protect your profits? Gas retailers did this to stop Wal-Mart from selling discount gas in the United States. Crown Jewel Products. A giant

competitor copies your hit products, markets them as its own, and laughs at your threatened lawsuit. What is your next step? Nintendo's leaders faced a situation much like this when it battled Universal Studios over Nintendo's first megahit game--Donkey Kong. Rules that shape the way markets work are like the invisible electric fences that keep pets inside a yard. The businesses that write the rules can offer their products and services with relative freedom--while their rivals must stay inside the fence. *Make the Rules or Your Rivals Will* provides the first comprehensive guide to this crucial, largely hidden aspect of corporate strategy. Someone is going to write the rules in your market. Will it be you or your competitors?