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Written by Joan Magretta, author of the bestselling book Understanding Michael Porter, this innovative book combines humorous illustrations with an engaging story to explain Porter's core concepts, including the Five Forces, competitive advantage, industry analysis, value creation, the value chain, differentiation, and relative cost, to name just a few.

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JOAN MAGRETTA is a senior associate at the Michael Porter Institute for Strategy and Competitiveness at Harvard Business School. She was the strategy editor at Harvard Business Review when Michael Porter published his two seminal articles What is Strategy? and The Five Competitive Forces That Shape Strategy.

Understanding Michael Porter - summaries

by Joan Magretta In the book, Understanding Michael Porter: The Essential Guide to Competition and Strategy, Joan Magretta distills Porter's core concepts and frameworks into a concise guide for business practitioners. In this excerpt, Porter discusses common strategy mistakes.

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Understanding Michael Porter : Joan Magretta : 9781422160596

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