



Competing Against Time: How Time-Based Competition is Reshaping Global Mar

George Stalk

Download now

[Click here](#) if your download doesn't start automatically

Competing Against Time: How Time-Based Competition is Reshaping Global Mar

George Stalk

Competing Against Time: How Time-Based Competition is Reshaping Global Mar George Stalk

Today, time is the cutting edge. In fact, as a strategic weapon, contend George Stalk, Jr., and Thomas M. Hout, time is the equivalent of money, productivity, quality, even innovation. In this path-breaking book based upon ten years of research, the authors argue that the ways leading companies manage time—in production, in new product development, and in sales and distribution—represent the most powerful new sources of competitive advantage.

With many detailed examples from companies that have put time-based strategies in place, such as Federal Express, Ford, Milliken, Honda, Deere, Toyota, Sun Microsystems, Wal-Mart, Citicorp, Harley-Davidson, and Mitsubishi, the authors describe exactly how reducing elapsed time can make the critical difference between success and failure. Give customers what they want when they want it, or the competition will. Time-based companies are offering greater varieties of products and services, at lower costs, and with quicker delivery times than their more pedestrian competitors. Moreover, the authors show that by refocusing their organizations on responsiveness, companies are discovering that long-held assumptions about the behavior of costs and customers are not true: Costs do not increase when lead times are reduced; they decline. Costs do not increase with greater investment in quality; they decrease. Costs do not go up when product variety is increased and response time is decreased; they go down. And contrary to a commonly held belief that customer demand would be only marginally improved by expanded product choice and better responsiveness, the authors show that the actual results have been an explosion in the demand for the product or service of a time-sensitive competitor, in most cases catapulting it into the most profitable segments of its markets.

With persuasive evidence, Stalk and Hout document that time consumption, like cost, is quantifiable and therefore manageable. Today's new-generation companies recognize time as the fourth dimension of competitiveness and, as a result, operate with flexible manufacturing and rapid-response systems, and place extraordinary emphasis on R&D and innovation. Factories are close to the customers they serve. Organizations are structured to produce fast responses rather than low costs and control. Companies concentrate on reducing if not eliminating delays and using their response advantage to attract the most profitable customers.

Stalk and Hout conclude that virtually all businesses can use time as a competitive weapon. In industry after industry, they illustrate the processes involved in becoming a time-based competitor and the ways managers can open and sustain a significant advantage over the competition.

 [Download Competing Against Time: How Time-Based Competition ...pdf](#)

 [Read Online Competing Against Time: How Time-Based Competiti ...pdf](#)

Download and Read Free Online Competing Against Time: How Time-Based Competition is Reshaping Global Mar George Stalk

From reader reviews:

Charlotte Ramsey:

The book *Competing Against Time: How Time-Based Competition is Reshaping Global Mar* can give more knowledge and also the precise product information about everything you want. Why then must we leave a very important thing like a book *Competing Against Time: How Time-Based Competition is Reshaping Global Mar*? Wide variety you have a different opinion about guide. But one aim that will book can give many facts for us. It is absolutely suitable. Right now, try to closer with your book. Knowledge or data that you take for that, it is possible to give for each other; it is possible to share all of these. Book *Competing Against Time: How Time-Based Competition is Reshaping Global Mar* has simple shape nevertheless, you know: it has great and massive function for you. You can appear the enormous world by open and read a reserve. So it is very wonderful.

Dale Eich:

The experience that you get from *Competing Against Time: How Time-Based Competition is Reshaping Global Mar* could be the more deep you excavating the information that hide within the words the more you get interested in reading it. It doesn't mean that this book is hard to understand but *Competing Against Time: How Time-Based Competition is Reshaping Global Mar* giving you enjoyment feeling of reading. The author conveys their point in particular way that can be understood by simply anyone who read the idea because the author of this book is well-known enough. This kind of book also makes your personal vocabulary increase well. So it is easy to understand then can go along, both in printed or e-book style are available. We suggest you for having this specific *Competing Against Time: How Time-Based Competition is Reshaping Global Mar* instantly.

Sharon Scott:

Would you one of the book lovers? If so, do you ever feeling doubt when you find yourself in the book store? Try and pick one book that you just dont know the inside because don't assess book by its cover may doesn't work is difficult job because you are scared that the inside maybe not seeing that fantastic as in the outside look likes. Maybe you answer may be *Competing Against Time: How Time-Based Competition is Reshaping Global Mar* why because the wonderful cover that make you consider about the content will not disappoint you. The inside or content is definitely fantastic as the outside as well as cover. Your reading sixth sense will directly make suggestions to pick up this book.

Lynne Young:

Don't be worry should you be afraid that this book can filled the space in your house, you will get it in e-book method, more simple and reachable. This specific *Competing Against Time: How Time-Based Competition is Reshaping Global Mar* can give you a lot of friends because by you checking out this one book you have matter that they don't and make anyone more like an interesting person. This book can be one

of one step for you to get success. This publication offer you information that possibly your friend doesn't learn, by knowing more than various other make you to be great folks. So , why hesitate? Let me have Competing Against Time: How Time-Based Competition is Reshaping Global Mar.

**Download and Read Online Competing Against Time: How Time-Based Competition is Reshaping Global Mar George Stalk
#DOML8C5QN3T**

Read Competing Against Time: How Time-Based Competition is Reshaping Global Mar by George Stalk for online ebook

Competing Against Time: How Time-Based Competition is Reshaping Global Mar by George Stalk Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Competing Against Time: How Time-Based Competition is Reshaping Global Mar by George Stalk books to read online.

Online Competing Against Time: How Time-Based Competition is Reshaping Global Mar by George Stalk ebook PDF download

Competing Against Time: How Time-Based Competition is Reshaping Global Mar by George Stalk Doc

Competing Against Time: How Time-Based Competition is Reshaping Global Mar by George Stalk Mobipocket

Competing Against Time: How Time-Based Competition is Reshaping Global Mar by George Stalk EPub