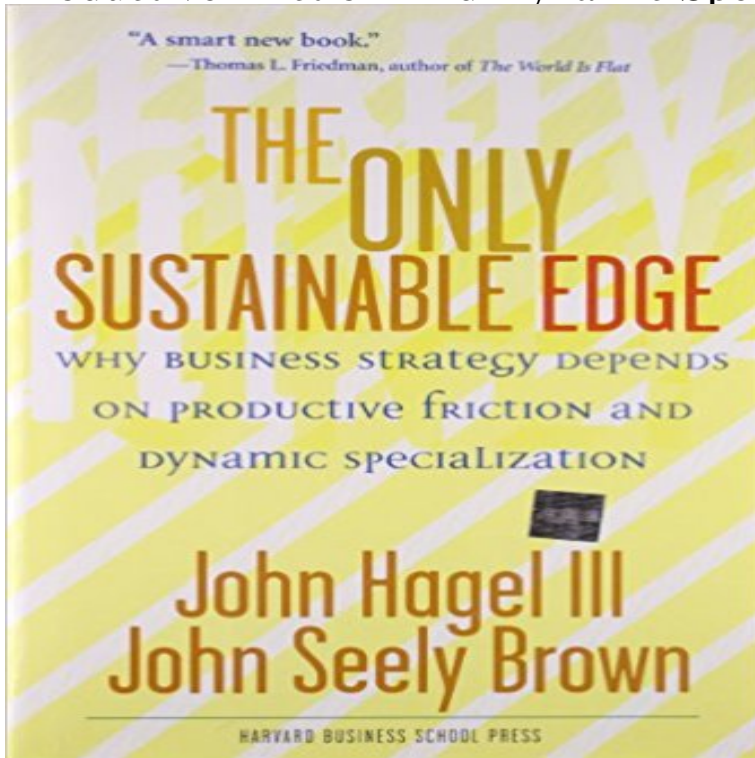


# The Only Sustainable Edge: Why Business Strategy Depends On Productive Friction And Dynamic Specialization



Offshoring and outsourcing have generated substantial savings and often controversial news coverage for many companies. But these technologies aren't even close to being the real story. Two of business leading strategy thinkers argue that the only sustainable advantage will come not from using technology to cut costs - but to get better faster than rivals. The authors identify two key forces - dynamic specialisation and productive friction that will dramatically reshape the competitive landscape and show what firms must do to understand, build and exploit these forces before their competitors do.

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