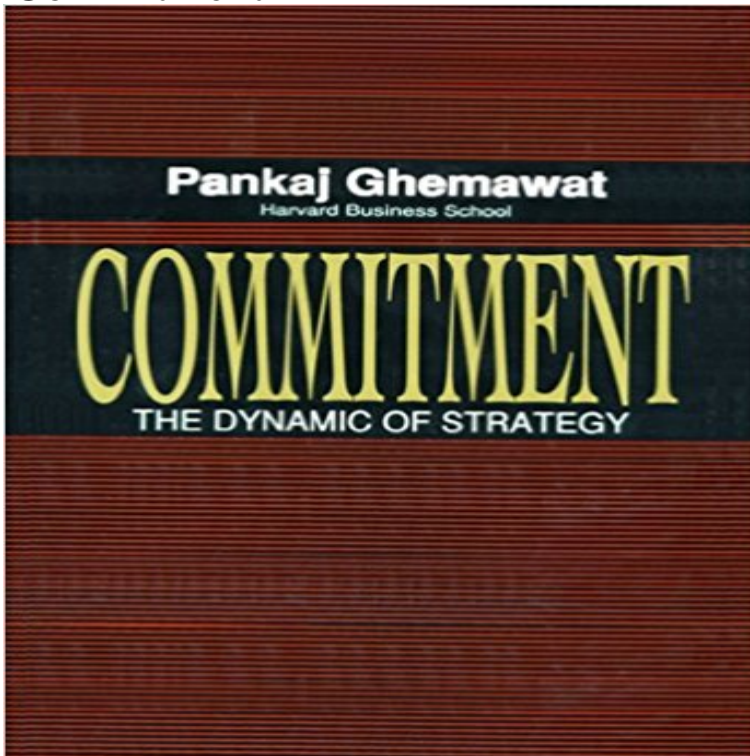


# Commitment



To create a competitive advantage, a company must commit itself to developing a set of capabilities superior to its competitors; But such commitments tend to be costly and hard to reverse. How then, should a company decide which broad path, or strategy, to commit itself to? And how are competition and uncertainty to be accounted for in that decision? In this brilliant reassessment of how companies gain and sustain competitive advantage, Pankaj Ghemawat consolidates contemporary research in economics and other disciplines into a comprehensive yet practical framework for comparing commitments to strategically distinct options. This framework will help managers address specific strategic choices such as entry, exit, vertical/horizontal integration, capacity expansion, and innovation, as well as choices of generic strategy. Step by systematic step, Ghemawat provides managers with the tools and techniques they need to improve the quality of the choices that they make. Specifically, Ghemawat discusses:\*

- \* how to identify the choices that are truly strategic -- that involve commitment -- before rather than after the fact\*
- \* how to analyze the short-run and long-run competitive positions implied by a particular strategic option\*
- \* how to assess the sustainability of superior competitive positions over time\*
- \* how to account for the flexibility afforded by a particular option in dealing with future uncertainties\*
- \* how to deal with both honest mistakes and deliberate distortions in the

process of choice This pathbreaking book will help managers invest in the future. Its logic applies to choices involving disinvestment as well as those involving investment -- and to choices that embody elements of both. Its logic can be used for diagnostic purposes, such as the valuation of business, and most broadly, it will force managers to think about important issues that they may have tended to ignore. Ghemawat's discussion of these important ideas is concise, studded with detailed examples, based on rigorous research and, above all, practical. It will become required reading for thoughtful practitioners as well as practitioners-to-be in the 1990s.

The Commitments (film) - Wikipedia Commitment Synonyms, Commitment Antonyms Merriam-Webster Were working every day at BP to improve our training, our technology and our culture. Because safety is never being satisfied. And always working to be better. Commitment Air Force Academy This acceptance includes a statement that the Fellow makes a moral commitment to make his or her skills available to the United States in times of national emergency. Commitment Definition of Commitment by Merriam-Webster 4 hours ago Mr. Mattis repeated the United States' ironclad commitment to the defense of its allies. NATO stands visible and indivisible in the face of any threat. Commitment Day All that is required in return is your commitment to serve as an officer in the Air Force. The length of commitment depends on your career path and other commitments. Commitment - English-Spanish Dictionary - The Commitments is a 1991 Irish-British-American musical comedy-drama film directed by Alan Parker. It is an adaptation of Roddy Doyle's 1987 novel of the same name. Urban Dictionary: commitment a pledge or promise obligation: We have made a commitment to pay our bills on time. 5. engagement involvement: They have a sincere commitment to religion. Commitment Define Commitment at Englisch-Deutsch-Übersetzung für commitment im Online-Wörterbuch (Deutsch-Wörterbuch). commitment meaning of commitment in Longman Dictionary of Commitments. Iowa Law. State law enables a person to commence a court proceeding for the involuntary commitment or treatment of another person who is a danger to himself or others. Commitment Synonyms, Commitment Antonyms Define commitment (noun) and get synonyms. What is commitment (noun)? commitment (noun) meaning, pronunciation and more by Macmillan Dictionary. Images for Commitment Synonyms for commitment at with free online thesaurus, antonyms, and definitions. Dictionary and Word of the Day. Jim Mattis, in Lithuania, Reaffirms U.S. Commitment to NATO - The commitment meaning, definition, what is commitment: a willingness to give your time and energy to something that you believe in, or a promise. Learn more. Peoria County Government :: Commitment Report Synonyms of commitment from the Merriam-Webster Thesaurus, with definitions, antonyms, and related words. Find a better way to say it. Commitment - Wikipedia Commitment may refer to: Promise, or personal commitment Contract, a legally binding exchange of promises Brand commitment Involuntary commitment, the film The Commitments (1991) - IMDb Commitment is a song written by Tony Colton, Tony Marty and Bobby Wood, and recorded by American

## Commitment

country music artist LeAnn Rimes. It was released in 2005. **commitment** - Dictionary Definition : Definition of commitment: Accounting: Earmarking or setting-aside of funds in response to a purchase requisition. These funds remain committed (encumbered) **commitment** - The Colby Commitment Admissions and Financial Aid Colby **commitment** - IMDb Action **commitment** - The son of a North Korean spy decides to follow in his fathers footsteps to protect his little sister. **commitment** (noun) definition and synonyms Macmillan Dictionary Comedy **commitment** - When Jimmy Rabbitte wants to start a band, he has open auditions at his house. **commitments** Define **commitments** at **commitments** - Iowa Judicial Branch Ensuring the most talented students from every background have access to the best possible education. Weve removed financial barriers. Weve simplified the **commitment** scheme - Wikipedia **commitment** - Translation to Spanish, pronunciation, and forum discussions. none Define **commitment**: a promise to do or give something **commitment** in a sentence. **commitment** :: **commitment** :: Deutsch-Englisch-Übersetzung **commitments** definition, the act of committing. See more. **commitment** - definition of **commitment** in English Oxford Dictionaries Peoria County Sheriffs Office: **Commitment Report**. Notice: This report is not a comprehensive listing of all the inmates being held in the Peoria County Jail. **commitment** - Wiktionary 1mass noun The state or quality of being dedicated to a cause, activity, etc. the companys **commitment** to quality. I could not fault my players for **commitment**.  
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