Competitive Strategies in Technology Management

Abstract:
Do we need Strategies in this uncertain world? Why not just do the best and be “Agile” in correcting our path? How can one develop a strategy when it is nearly impossible to identify a long-term competitive advantage? Planning and managing direction are continuously becoming more complex in today’s fast-paced “hyper-velocity” markets. This strategy planning challenge is equally true in corporate, department, or a small company. At ETM, we place enough value to offers a series of 3 classes focused on the topic of Strategy planning. In this talk, Ron provides the foundation of what is Strategy and why try to develop one, as well as an approach for managers to “think strategically.”