

# Competitive Advantage of Nations: Creating and Sustaining Superior Performance

By Michael E. Porter

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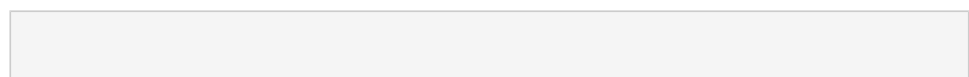
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## Competitive Advantage of Nations: Creating and Sustaining Superior Performance By Michael E. Porter

Now beyond its eleventh printing and translated into twelve languages, Michael Porter's *The Competitive Advantage of Nations* has changed completely our conception of how prosperity is created and sustained in the modern global economy. Porter's groundbreaking study of international competitiveness has shaped national policy in countries around the world. It has also transformed thinking and action in states, cities, companies, and even entire regions such as Central America.

Based on research in ten leading trading nations, *The Competitive Advantage of Nations* offers the first theory of competitiveness based on the causes of the productivity with which companies compete. Porter shows how traditional comparative advantages such as natural resources and pools of labor have been superseded as sources of prosperity, and how broad macroeconomic accounts of competitiveness are insufficient. The book introduces Porter's "diamond," a whole new way to understand the competitive position of a nation (or other locations) in global competition that is now an integral part of international business thinking. Porter's concept of "clusters," or groups of interconnected firms, suppliers, related industries, and institutions that arise in particular locations, has become a new way for companies and governments to think about economies, assess the competitive advantage of locations, and set public policy.

Even before publication of the book, Porter's theory had guided national reassessments in New Zealand and elsewhere. His ideas and personal involvement have shaped strategy in countries as diverse as the Netherlands, Portugal, Taiwan, Costa Rica, and India, and regions such as Massachusetts, California, and the Basque country. Hundreds of cluster initiatives have flourished throughout the world. In an era of intensifying global competition, this pathbreaking book on the *new* wealth of nations has become the standard by which all future work must be measured.



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**Bibliography**

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### Editorial Review

From Publishers Weekly

Harvard economist Porter suggests that it is no accident that Japan leads in exporting electronics and computer-controlled machinery, Italy in fabrics and home furnishings, and the U.S. in software, medical equipment and movies. In each of the 10 countries that he and his international research team investigated, clusters of firms gained a global competitive edge by capitalizing on innovation, raising productivity, and drawing on unique elements of their country's history and character. Porter, who served on Reagan's Commission on Industrial Competitiveness, sees government's proper role as pusher and challenger, rather than as giver of subsidies to protect industries. Stressing renewed effort and competition as keys to gaining global advantage, he questions regulations that would limit competition and recommends enforcement of U.S. antitrust laws to end monopolistic mergers. This massive, impressive, salient tome is structured so that business executives, economists, policymakers and ordinary readers can turn to the sections most relevant to their needs. 50,000 first printing; first serial to Fortune.

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From Library Journal

Building on his *Competitive Strategy* (LJ 10/1/80) and *Competitive Advantage* (LJ 3/1/86), which dealt with competition among companies, Porter here presents a new theory to explain global success. He identifies the fundamental determinants of national competitive advantage in an industry, shows how they work together as a system, and examines "clustering," in which groups of successful firms and industries emerge in one country to gain leading positions in the world market. This important work, based upon research conducted in ten nations, provides important data for both companies and governments. Highly recommended for academic, corporate, and large public libraries.

- Leonard Grundt, Nassau Community Coll. Lib., Garden City, N.Y.

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Review

*Business Week* Rich in lessons about why and how industries, regions, and nations succeed or fail.

*The Economist* An all-embracing view of economic change that amounts in the end to a powerful analytic framework. Porter has done for international capitalism what Marx did for the class struggle....A real achievement.

*Administrative Science Quarterly* Should have a profound and far-reaching impact on academic course work, managers' perceptions, and public policy.

*Business in a Contemporary World* *The Competitive Advantage of Nations* is destined to become a classic in its field.

*Journal of Development Economics* The first serious attempt to develop a really original grand theory of national economic development processes since the early years of Postwar development economics, and one of the most original ways of thinking about development policy in years.

*Publishers Weekly* This massive, impressive, salient tome is structured so that business executives, economists, policy-makers and ordinary readers can turn to the sections most relevant to their needs.

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#### **Jason Serrano:**

In this time globalization it is important to someone to obtain information. The information will make you to definitely understand the condition of the world. The condition of the world makes the information quicker to share. You can find a lot of referrals to get information example: internet, newspapers, book, and soon. You can view that now, a lot of publisher which print many kinds of book. The particular book that recommended to you personally is Competitive Advantage of Nations: Creating and Sustaining Superior Performance this book consist a lot of the information in the condition of this world now. That book was represented how does the world has grown up. The language styles that writer require to explain it is easy to understand. The writer made some research when he makes this book. This is why this book ideal all of you.

#### **Dorothy Payne:**

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