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Written by a long-time collaborator at the Harvard Business School, Understanding Michael Porter is divided into two parts: What. No business manager should be allowed to hold the title without having a working knowledge of the research and teachings of Harvard Business School Professor, Michael Porter.

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by Joan Magretta. In the book, Understanding Michael Porter: The Essential Guide to Competition and Strategy, Joan Magretta distills Porter's core concepts and frameworks into a concise guide for business practitioners. In this excerpt, Porter discusses common strategy mistakes. "Michael Porter didn't get to be a giant in the field of competition and strategy by hunting small game."

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Understanding Michael Porter will enable all leaders throughout any organization to grasp Porter's seminal ideas about competition and strategy and deploy them to achieve competitive success.

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This is an introduction to the concepts taught by Michael Porter, and succeeds in that mission perfectly. Written with simple elegance, it conveys important concepts very clearly and thoroughly. The author provides a lot of meat in a slender volume, using Porter's teachings to lay out exactly what a strategy should be and must do for a company.

Understanding Michael Porter: The Essential Guide to ...

Michael Eugene Porter is an American academic known for his theories on economics, business strategy, and social causes. He is the Bishop William Lawrence University Professor at Harvard Business School, and he was one of the founders of the consulting firm The Monitor Group and FSG, a social impact consultancy. He is credited for creating Porter's five forces analysis, which is instrumental in business strategy development today.

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