



Aligning for Advantage: Competitive Strategies for the Political and Social Arenas

By Jonathan P. Doh

Oxford University Press. Hardcover. Book Condition: New. Hardcover. 256 pages. Dimensions: 9.3in. x 6.3in. x 1.0in. Aligning for Advantage argues that to build and sustain business success, companies must synchronize competitive strategies with extant strategies for social engagement and political and regulatory activism. Moreover, to be credible and realizable, these external market and nonmarket strategies need to be equally attuned with, and informed by, the internal corporate vision, values, and culture. The ability to align with and across both the market and the nonmarket is a key determinant of competitive advantage in a multipolar world economy. The book advances a managerial process and conceptual framework for aligning a company's business objectives and market positions with its political requirements and social obligations. Strategic alignment is a pragmatic and proactive approach for modern enterprises to engage with the forces and events that impact on their business choices and actions, both at home and abroad. Companies must strive for a balanced and mutually reinforcing approach to corporate strategy, political activity, and social responsibility. In some cases alignment may mean deep, strategically embedded partnerships with governments, NGOs, or other stakeholders. In others, alignment may take the form of looser, more ad hoc collaborations with outside...



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