

Competitive Strategy

(Winning Business Strategies)

Karel Cool

Lisbon 8th & 9th May 2008

Competitive Strategy

Competitive Strategy is an intense two-day workshop on the essential concepts, frameworks and tools for articulating and implementing a winning business strategy. Through lectures, discussions, case studies and best practice examples, managers address the following questions:

This 2 day workshop will help participants

- Sharpen their understanding of the essential skills to develop winning competitive strategies.
- Hone their intuition when thinking and acting strategically.
- Help them drive and lead strategic action in their business.

Who Should Attend

- Executives with P&L responsibilities;
- Executives with product, business line or geographic responsibilities;
- Business analysts, strategy consultants and technology consultants who want to better advise their clients;
- Functional directors in areas like marketing, finance, operations and other managers involved in the formulation and implementation of a company's or business unit's strategy;
- Investment bankers & financial analysts who need an update on competitive and industry dynamics;
- Strategic planners;
- Fast track executives.

Administrative Details

Language:

Proficiency in English is required.

Substitutions:

Attendee substitutions may be made at any time

In the event that minimum enrollment is not fulfilled RoadMap Consulting reserves the right to cancel the workshop and all tuition and fees will be refunded.

This seminar is hosted by RoadMap Consulting.



Karel Cool

is the Founder and Director of the long running Competitive Strategy executive program at INSEAD. He is also Visiting Professor at Northwestern University, was Visiting Professor at the Graduate School of Business at the University of Chicago and was co-chair of the 2002 annual Strategic Management Society Conference held in Paris. He won 5 times the "Best Teaching Award" in the MBA INSEAD Programme. In 2007, he was inducted as Fellow of the Strategic Management Society. He has published in many journals, including Management Science, the Strategic Management Journal, Organization Studies, etc. He has written and has contributed to several books on competitive strategy. He has consulted on major strategic problems of corporate and industry restructuring and worked with a variety of corporations, including Whirlpool, DaimlerChrysler, Expedia, PriceWaterhouseCoopers, Schering Plough, Lufthansa, Banque de France, Unilever, DaimlerChrysler, Borealis, Exxon, Solvay, Shell, IBM, NovoNordisk, KBC, McKinsey, BCG, etc.



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Course dates & fees

Course Dates:

May 8th & 9th 2008

Course Fees:

€ 2100 (+ VAT 21%)

Group Discounts:

2nd Part. - € 1785 (+ VAT 21%)

3rd & more - € 1600 (+ VAT 21%)

All course fees are quoted in Euro and include all course materials and daily luncheons.

Contact us

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