

Competition Gets Extreme

Business Editors / Hi-Tech Writers

NEW YORK— (G/WIRE)—January 24, 2006. Contrary to the current buzz circulating through the press these days, the world isn't flat as a result of globalization; it's tilted in favor of a fierce new breed of competitors. A new form of extreme competition is being driven by the emergence of a wired world and three billion new capitalists from China, India and the former Soviet Union. In order to adapt to the new realities of extreme competition, companies and individuals alike will have to innovate how they operate, and transform the fundamental ways they conduct business. The riveting new book, *Extreme Competition*, provides an in-depth analysis of the five unstoppable drivers transforming competition, the sixteen new realities of business, and thirteen concrete strategies you'll want to consider as you chart your future. The book sounds a piercing wake-up call to governments, companies, and individuals alike, making it a must read for all, starting with our business and government leaders.

Extreme Competition isn't some tome about the *future*, it's about the *present* and the new breed of fierce competitors already on our doorsteps. They play hardball and dominate their industries. They go to the ends of the earth to employ \$.09 an hour factory workers and \$20,000 per year PhDs in science and technology to drive their R&D labs. They innovate by how they operate, how they deliver their services, and how they *do* what they do. To distill this great 21st century business transformation and what it portends for businesses and individuals, Peter Fingar, who previously co-authored the landmark book, *Business Process Management: The Third Wave*, reached out to fourteen experts from India, China, Europe, Japan, Australia, Korea, Singapore and the Mid-East to bring up-to-the minute research to the book's pages. Those experts brought fresh information you'd only hear around the water cooler in high-tech organizations in Shanghai, Bangalore, Taipei, Tokyo, Seoul and Singapore—making this synthesis and distillation reflect a global snapshot of the new world of extreme competition.

With so much uncertainty in the air these days, *Extreme Competition* provides the needed framework to peer through the fog of today, and shine a light on the business horizon. A leading economist described the book as the definitive guide to business success in the new age of total global competition. Another early reviewer wrote that *Extreme Competition* begins where popular books on globalization leave off, and goes on to provide the framework and practical strategies needed for action. As another analyst stated it, this book has the potential to guide a significant change in the way we look at business. These comments validate the goal of the book in taking on sixteen critical issues that must be addressed to remain competitive, including the overarching issues of healthcare, education and government support for innovation. Although the book will no doubt strike initial fear in the hearts of many readers, the book is carefully designed to be a concise and to-the-point guide to doing business, as a corporation or as an individual, in the early 21st century. There's a lot to learn, and many cultural barriers to overcome, but *today* is a great day to start your journey to becoming an extreme competitor. This book is a launching pad for that journey.

--30--jar/mi*

Extreme Competition: Innovation and the Great 21st Century Business Reformation

By Peter Fingar, February 2006 / 224 concise, information-packed pages

For an ***executive summary***, please visit www.mkpress.com/extreme



Contact: Meghan-Kiffer Press Cover art available.

About the book (ISBN: 092965238X): www.mkpress.com/extreme

Ms. Scottie Jacob, (813) 251-5531 [www.mkpress.com sjacob@mkpress.com](mailto:sjacob@mkpress.com)

Industry Keywords: BUSINESS INNOVATION, GLOBALIZATION, COMPETITION, STRATEGY

Source: Ms. Scottie Jacob, Meghan-Kiffer Press