

## Book Review 'Competitive Strategy: Designing Your Organization Success' (Malay Version)

Uqbah Iqbal\*

Department of Social Sciences and Humanities, History Programme, University Kebangsaan Malaysia, UKM 43650 Bangi Selangor, Malaysia

\*Corresponding author: Uqbah Iqbal, Department of Social Sciences and Humanities, History Programme, University Kebangsaan Malaysia, UKM 43650 Bangi Selangor, Malaysia, Tel: +60 3-8921 5555; E-mail: [uqbah@siswa.ukm.edu.my](mailto:uqbah@siswa.ukm.edu.my)

Received date: June 07, 2016, Accepted date: July 28, 2016, Published date: Aug 04, 2016

Copyright: © 2016 Iqbal U. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Citation: Iqbal U (2016) Book Review 'Competitive Strategy: Designing Your Organization Success' (Malay Version). J Hotel Bus Manage 5: 139. doi: [10.4172/2169-0286.1000139](https://doi.org/10.4172/2169-0286.1000139)

### Book Review

Written by Sarah Layton, Alfred Hurd and William Lipsey, this book has a unique format, step up to encourage the reader directly. Written to be read with a pencil, there are a lot of exercises, activities, assessments and case studies that require involvement. This book is not like most other books. This book can be used effectively in a number of ways. The first is through reading individually. Because this book is a self-education book, you just need a quiet place, a little time and a pencil. Completing the activities and exercises in this book not only provides valuable feedback, but also practical ideas to promote you. The second is through workshops and seminars. This book is suitable for reading in advance of a workshop or seminar. With the knowledge base through the use of this book, the quality of participation could be increased. Hence more time can be used for the development and use of the concept during the program. Third is through a college program. With such a format, concise and affordable, this book is suitable for short-term courses and advanced courses.

There are some other ways to use this book, depending on the objectives of the readers. Sure thing, even after you're done reading this book will serve as a good reference material, which will be read repeatedly. The process has been tested to show that brings the future into the present in order to enable the management team to act now to shape the future. This group can be composed of various organizations such as businesses, non-commercial organizations, volunteers, organizations and even family. At any time when people come together for the common good, they can benefit from their competitive strategy. This book uses examples to describe the business process of competitive strategy, but the reader can adapt it to their organization. For example, the chief financial officer can be understood as treasurer, while gross revenue means the grant or donation.

Readers, who wish to develop competitive strategies for their businesses, can use this book as a guide. This book describes the process of establishing a competitive strategy; readers use their experience in their particular business to drive insights and creativity needed to resolve the issue, solve problems and set a new direction.

The group followed the process outlined in this book, finishes all its parts, and wisely made all the training will generate competitive strategies that reward. In addition, this group will find themselves increasingly come together as an effective team. They will also learn a lot about how to manage projects and managers who implement the plan. Further research shows that organizations that have a good competitive strategy and effective implementation will achieve growth of at least 10 per cent per annum compared with 1 per cent per annum achieved by organizations that do not use such a strategy.

Competitive strategy answer the question: "How can we get to the destination by using what we have or what we can get?" Pithy answer is based on a straightforward business with the assistance of the creativity in the critical parts. It is easy to understand but hard to implement. The situation is difficult because in creating a competitive strategy that is creative, senior managers need to spend a part of their daily routine time and think strategically as well as in-depth about their business, their rivals, the market space and the environment. How to think like this and collecting the data required is usually unknown, but senior managers accountable for developing this strategy. This book will tell them how to do that will lead to competitive success. Processes in shaping a competitive strategy for your organization or for yourself are planning.

Generally, planning competitive strategy focused on new trends and developments in business compared with the cost savings and operational efficiencies. Both of these elements will be discussed, but forward-competitive strategy to customers and the market, are preferred. It is also important to understand that the process is not an interpretation of long-term finance, or managers who individually fill a set of pre-determined. This process is also not budget the next year or operational plan. Instead of planning competitive strategy is a process that focuses on team building advantages in the market space to develop and implement strategies to develop business. This indeed requires the involvement of senior managers for its development and the commitment of the entire organization for implementation.