

## Book Review: 'Persaingan Hiperkompetitif: Bersaing Dalam Persekitaran Sangat Dinamik' (Malay Version)

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### Book Review

This book describes the modern-day analogy to the Art of War, which covers the same business strategy as a strategy of Sun Tzu, Clausewitz nor Machiavelli. This includes planning to assail competition such as to identify and create opportunities, gaining the ability to assail competition through capacity building flexible and adopt tactics to assail competition through the action form or influence the direction and nature of competitors in responding. Any company or organization that is heavily involved in the competition will find this book very useful mainly from the indicated framework. In addition to displaying the competition, this book also provides insight into the competition itself and its solution. The more we consider the implications, the higher consciousness that will be felt on the need for business skills adopted and used.

This book is dedicated to the students who will be entering the workforce, especially at times of challenge and uncertainty. Difficulties inherent competitive today makes all the secrets of success have they learned in business school is no longer effective. This book shows clearly the difficulties that will be encountered later. The authors provide guidance to the MBA students before they ventured into the industry's changing fast enough. In an environment of ever-changing, there is a need of a new competitive attitude to ensure success. Companies identified by the authors is a company that operates in the minefields that do not have a permanent source of competitive advantage to serve as a link and do not have much chance to be a bidder in a fierce battle. The business world is no longer considerate and helps each other.

This book is the result of a turning point that signalled a change in the worldwide industry leader. This marks an important opportunity for those who lack it but can perform. It's time for them to sit in the hot seat and corporate power. This book details the new calculation method to business analysts who need to believe in the advantages of team management when investing in a multi-business company. This is a new indicator of success that should not be ignored when assessing the potential value added. This levelling high for joy customer base in the context of exchanges between vendors without incurring any costs. Customer loyalty in the future is based on meeting the needs of customers who want their demands met immediately [1].

In this book, the author offers a good model for dealing with the nature of competition in an intense and dynamic competition which he calls the hypercompetitive. Technological revolution, globalization, new business methods, techniques, communications and information processing that is new and advanced, flexible manufacturing equipment and cheap foreign labour is among the factors that led to worldwide markets are becoming increasingly aggressive. Hypercompetitive competition is an environment competition that is changing fast with flexible, aggressive and innovative rivals that easy to enter the market and quickly eliminate little by little advantages that large and strong companies outperform the market.

The author eliminates all theories that are no longer suitable in a dynamic market. He explains why this strategy failed and suggested techniques and a new model to replace it. He gives an insight into the dynamics of the movement through a series of steps to increase the competition in four field competition. At every step along the way, he

supports the discussion with a clear example of the kind of action that is intended to show the evolution of dynamic competition. Finally, he provides a tool that can be used by managers to assess competition in the industry and describes their next "New 7-S" that can be used by companies to succeed in hypercompetitive competition.

The book attempts to enlighten those who regard hypercompetitive competition applies only in high-tech industries. It records the story in sequence hypercompetitive development of competition in the industry that experience it seems impossible such as toys, cat food, cereal and chili sauce. This book forces us to rethink how we assess the strategy, how we teach it to students and how we practice. This book provides the foundation for a broader study and become a textbook for students who want to understand more about the competition. The book also provides a training manual for managers who are at the forefront of the role of competitive action for defeating competitors that still use the old method. This book allows managers to use discretion judo to exploit the weaknesses of the old way of strategic thinking. Finally, this book challenging America policy makers and Antitrust law enforcement. As competition hypercompetitive overcome old strategic thinking, this book also makes older Antitrust policy as long as the rules that is obsolete.

This book has the power to change the whole way we learn, practice, teach and manage strategy. This book is very relevant, timely and very close to the reality of the competition today and certainly cannot be denied by any manager. Anyone who wished to remain and prosper as competitors should be interested in the principles and approaches described in this book.

### References

1. Lumpur K (2010) Must Read Sdn Bhd, p: 158.

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