Category

Strategy

Strategy for Managing Competitive Advantage with Shorter Shelf Life Playbook

Building a strategy that assumes today's advantage will erode faster than it used to, and plans accordingly

- Executive
- Advanced
- Template Included

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- 4 minute(s)

Overview

A framework for managing competitive strategy in categories where advantage erodes faster than historically — shifting from defending a single durable advantage to a continuous pipeline of successive, shorter-lived advantages.

Why is competitive advantage eroding faster in many categories now?

Faster information flow, lower capital barriers to entry in many digital categories, and faster technology diffusion all compress the time a given advantage stays exclusive — a pattern well-documented across an increasing range of industries, not just technology.

Does this mean long-term strategic planning is no longer relevant?

No — this playbook's discipline is planning for a continuous pipeline of successive advantages, which is itself a long-term strategic commitment, just a different one than defending a single advantage indefinitely.

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