

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

- Mithun A. Sridharan
- 27 December 2019
- 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.

```
{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [ { "@type": "Question", "name": "Why is competitive advantage eroding faster in many categories now?", "acceptedAnswer": { "@type": "Answer", "text": "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." } }, { "@type": "Question", "name": "Does this mean long-term strategic planning is no longer relevant?", "acceptedAnswer": { "@type": "Answer", "text": "No — this playbook's discipline is planning
```

for a continuous pipeline\nof successive advantages, which is itself a long-term strategic\ncommitment, just a different one than defending a single advantage\nindefinitely." } }] }

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country

☐ I agree to data processing in accordance with GDPR

Leave this field blank

References

Related playbooks

Strategy

Geo-Economic & Sanctions Risk Strategy Playbook

A framework for assessing sanctions and export control exposure across markets, customers, and supply chains, and building compliance and contingency planning i

- Executive
- Advanced
- Template Included

[Read playbook](#)

Strategy

Strategy for Balancing Efficiency, Resilience & Innovation Investment Playbook

A framework for deliberately balancing investment across efficiency (near-term margin), resilience (buffer against disruption), and innovation (future advantage)

- Executive
- Advanced
- Template Included

[Read playbook](#)

Strategy

Strategy Committee Charter, Skills & Board Composition Playbook

A framework for assessing and designing board and strategy committee composition against the specific skills the current and near-future strategy requires, rath

- Executive
- Intermediate
- Template Included

[Read playbook](#)

[Talk to us about competitive strategy](#)

Tags

- Competitive Advantage
- Strategic Agility
- Innovation Pipeline

Author

Mithun A. Sridharan

I'm Mithun A. Sridharan, Founder of this website - Think Insights - on Strategy, Management Consulting, Leadership, Digital Transformation, and Data Literacy. Follow me on social media or connect with me on LinkedIn for updates.