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truly want to move their companies to a long-term success trajectory above and away from the competition.

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"Outthink the Competition" shows that the best way to win in any game of strategy is to be so unconventional that you disorient your competition.

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strategy — be it business, war or chess
— is to be so unconventional you
disorient your competition until they are

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unable to respond effectively. This is what it means to "outthink" your competition. You're not trying to outmuscle them or outspend them, you're outthinking them.

Summary of Outthink the Competition by Kaihan Krippendorff

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This complete summary of the ideas from Kaihan Krippendorff's book "Outthink the Competition" shows that the best way to win in any game of strategy is to be so unconventional that you disorient your competition. The author explains that doing this will ensure that your competitors are unable to respond effectively.

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Summary: Outthink the Competition on Apple Books

The most competitive commercial companies are harnessing it to formulate their go-to-market strategies, make course corrections and outthink the competition. Governments are using data to develop solutions to social

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