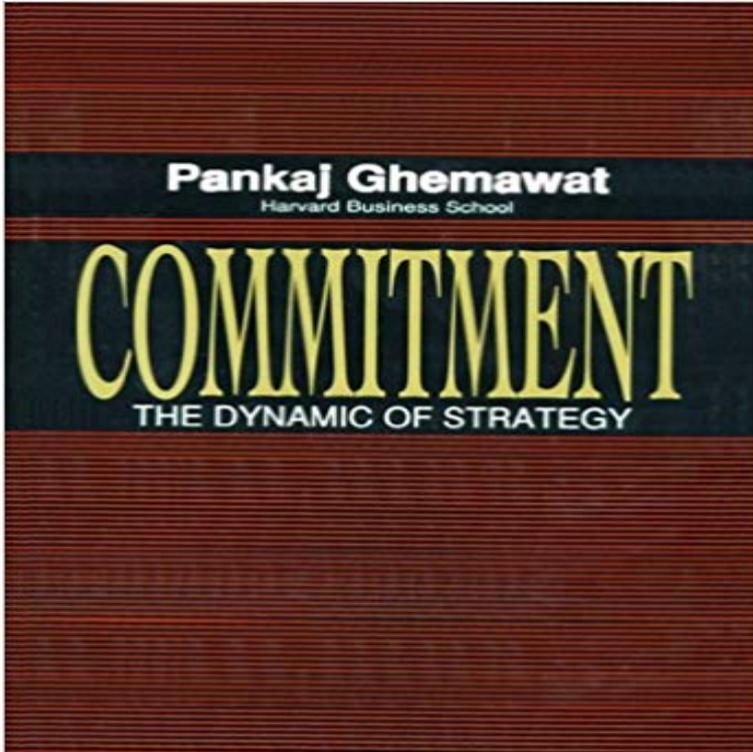


# Commitment



To create a competitive advantage, a company must commit itself to developing a set of capabilities superior to its competitors; But such commitments tend to be costly and hard to reverse. How then, should a company decide which broad path, or strategy, to commit itself to? And how are competition and uncertainty to be accounted for in that decision? In this brilliant reassessment of how companies gain and sustain competitive advantage, Pankaj Ghemawat consolidates contemporary research in economics and other disciplines into a comprehensive yet practical framework for comparing commitments to strategically distinct options. This framework will help managers address specific strategic choices such as entry, exit, vertical/horizontal integration, capacity expansion, and innovation, as well as choices of generic strategy. Step by systematic step, Ghemawat provides managers with the tools and techniques they need to improve the quality of the choices that they make. Specifically, Ghemawat discusses: \* how to identify the choices that are truly strategic -- that involve commitment -- before rather than after the fact \* how to analyze the short-run and long-run competitive positions implied by a particular strategic option \* how to assess the sustainability of superior competitive positions over time \* how to account for the flexibility afforded by a particular option in dealing with future uncertainties \* how to deal with both honest mistakes and deliberate distortions in the process of choice This pathbreaking book will help managers invest in the future. Its logic applies to choices involving disinvestment as well as those involving investment -- and to choices that embody elements of both. Its logic can be used for diagnostic purposes, such as the valuation of business, and most broadly, it will force managers to think about important issues that they may have tended to

ignore. Ghemawat's discussion of these important ideas is concise, studded with detailed examples, based on rigorous research and, above all, practical. It will become required reading for thoughtful practitioners as well as practitioners-to-be in the 1990s.

The word commitment usually relates to undertaken duties. After committing to deliver a list of Product Backlog Items, the Scrum Team, foremost the Product Definition of commitment - the state or quality of being dedicated to a cause, activity, etc., an engagement or obligation that restricts freedom of action. Commitment definition: Commitment is a strong belief in an idea or system. Meaning, pronunciation, translations and examples. Commitment is a 2013 South Korean spy action drama film starring Choi Seung-hyun He plays the teenage son of an ex-North Korean agent who is tasked to kill. Learn more about SeaWorld's commitment to animal rescue, habitat conservation, and research to better understand the populations that call our oceans home. commitment - Translation to Spanish, pronunciation, and forum discussions. Commitment Report. Notice: This report is not a comprehensive listing of all the inmates being held in the Peoria County Jail. This report consists of individuals. Definition of commitment: Accounting: Earmarking or setting-aside of funds in response to a purchase requisition. These funds remain committed (encumbered). Commitments (see also precommitment) are often used as a tool to counteract people's lack of willpower and to achieve behavior change, such as in the areas. Commitment is what Transforms the promise into reality. It is the words that speak Boldly of your intentions. And the actions which speak Louder than the words. Übersetzung für commitment im Englisch-Deutsch-Wörterbuch. commitment /kəˈmɪtmənt/ USA pronunciation n. [countable] a firm promise or pledge: He made a commitment to his wife. a strong or firm belief shown by one's promise to give yourself, your money, your time, etc., to support or buy something: Try the product for two weeks with no commitment to buy. Commitment definition, the act of committing. See more. The terms below need to be checked and allocated to the definitions (senses) of the headword above. Each term should appear in the sense for which it is. Making a commitment involves dedicating yourself to something, like a person or a cause. Before you make a commitment, think carefully. A commitment obligates you to do something. Some commitments are large, like marriage. Commitment is dedication to a particular organization, cause, or belief, and a willingness to get involved. People who are committed to an organization or effort