



- Ranked #6 in the *Top Ten Management Thinkers in the World* by Thinkers50
- Received the *2013 Distinguished Achievement Award for Strategy* by Global Management Award Thinkers50
- *The End of Competitive Advantage* listed as the *#1 Business Book of the Year* by Strategy + Business Magazine and *Best General Business Book* by 800CEOREAD
- Named one of the *25 Smartest Women to Follow on Twitter* by Fast Company and *Top 100 People to Follow on Twitter* by HuffingtonPost



The End of Competitive Advantage is your guide to renewed success and profitable growth in an economy increasingly defined by transient advantage.

The New Strategy Playbook. The end of competitive advantage means that the assumptions that underpin much of what we used to believe about running organizations are deeply flawed.



Chances are the strategies that worked well for an organization, even a few years ago, no longer deliver the results they need.

Dramatic changes in business have unearthed a major gap between traditional approaches to strategy and the way the real world works now.

In short, strategy is stuck. Most leaders are using frameworks that

were designed for a different era of business and based on a single dominant idea—that the purpose of strategy is to achieve a sustainable competitive advantage.

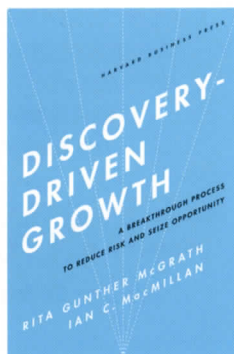
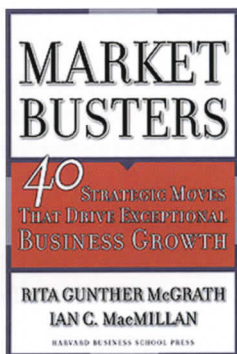
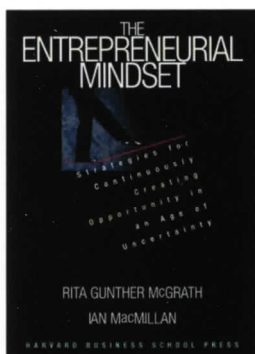
Organizations need to forge a new path to winning: capturing opportunities fast, exploiting them decisively, and moving on, even before they are exhausted.

FOLLOW RITA ON TWITTER @RGMCGRATH

A **highly sought-after** speaker, Rita leaves her audiences with a new-found understanding of what it takes to ensure that their business **does not become obsolete**.

Rita Gunther McGrath, a Professor at Columbia Business School, is regarded as one of the world's top experts on strategy and innovation with particular emphasis on developing sound strategy in uncertain and volatile environments. Her ideas are widely used by leading organizations throughout the world, who describe her thinking as sometimes provocative, but unfailingly stimulating. She fosters a fresh approach to strategy amongst those with whom she works.

Rita has co-authored three previous books: *The Entrepreneurial Mindset* (2000); *MarketBusters: 40 Strategic Moves that Drive Exceptional Business Growth* (2005); and *Discovery Driven Growth: A Breakthrough Process to Reduce Risk and Seize Opportunity* (2009), all published by Harvard Business Review Press.



FOR MORE INFORMATION ON RITA, VISIT WWW.RITAMCGRATH.COM

WHAT PEOPLE ARE SAYING...

An exceptional instructor, Rita has the ability to take complex topics and make them understandable and applicable. Her sessions prompt such lively discussions that time flies, literally!

Krys Moskal Amdurer, Pearson, VP Pearson People Development

Rita's keen insights into strategy building—and avoiding creative destruction—were a perfect fit with our conference focus.

Esat Sezer, Senior VP and CIO, Coca-Cola Enterprises

*The fact that we ran over and had to forcibly eject our guests is reflective of how engaging the conversation was at the event.
I can't thank you enough.*

Jonathan Knee, Columbia Media Lab

At our annual meeting with about 350 luxury hoteliers and executives from around the world, Rita did a great job of getting her message across in 45 minutes. She speaks from her heart and does not use notes. It was no surprise that Rita's presentation ranked highest of all external speakers.

Ted Tang, President & CEO, Leading Hotels of the World

You know a presentation was good when you can't wait to get back to work and make some changes.

Don Dea, Co-founder, Fusion Productions, DigitalNow Conference

**TO BOOK RITA FOR YOUR NEXT
KEYNOTE, WORKSHOP, WEBINAR OR WEBCAST,
CONTACT INFO@RITAMCGRATH.COM**