

Core Incompetencies

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Shift in Strategic Thinking

- **Source of Competitive Advantage**
 - **External Product/Market Positioning**
 - **Internal Resources, Competencies, Capabilities**

Affect Life of Assets

IT Induced Change

Short

| | | | |
|---|---|--|-------------------------|
| <p>Consulting B-Schools Photography Pharmaceuticals</p> | <p>Strategic Alliances</p> | <p>I/T - Hardware - Software - Telecom</p> | <p>Heat Seekers</p> |
| <p>Agriculture Oil Steel Cement Commodities</p> | <p>Dinosaurs or Protected Species</p> | <p>Financial Services Fashion Media</p> | <p>Game Over</p> |

I/T

Long

Long

- Stability

I/T

Short

- Rapid Change

Information Half-Life



Expertise
Half-Life

Managerial Implications

- ***Impact of I/T on Resources***
- ***Different Comp. Dynamics***
- ***Need for Experimentation***
- ***Understand Change Process in becoming a “Constant Reinvention” Company***