

1: Your Idea Of A "Competitor" Is Wrong. Here's Why. - Runner's Resource

Several weeks ago I wrote about why competition is a GREAT thing because it can have many positive influences on your business. While I'm generally a firm believer that competition from other real estate professionals brings out more positive actions in one's business than bad, I want to discuss the negative side of this equation to tease out some red flags when facing fierce competition.

This is a Strategy tool. Maybe somebody in the organisation is using this tool and they do not want to talk about it. With an industry that is so hard to differentiate between companies, government contractors rely on competitive intelligence. For most areas of government contracting, barriers to entry are relatively low as are the differentiation of products and services. Knowing the competitors as well as the customers is the only way to succeed in a this environment because most of the time it comes down to price. I suppose in a niche market, if they already know the barriers to entry are high and the competitive landscape is minimal, I can see why they might assume they can forgo evaluating the competition. That said however, as Steve mentioned, there are always innovators out there. [Permalink Reply by Michael A.](#) Having worked in the insurance industry always understaffed, CI teams become so involved in CI projects that they forget the other CI functions and some of monitoring and digging for warnings and indication basics -- simple as that. I tend to think any company not doing CI is playing to lose, but some of the feedback offered suggests scenarios whereby doing CI might be pretty low on the list of priorities - especially if budgets are tight. That said, any insights you have to offer, might also be appreciated by the thread responders if you have the time to type out your thoughts. Thanks again everyone for sharing your thoughts. [Permalink Reply by Arthur Weiss on November 10, at 7:](#) As CI professionals we focus on competitors - perhaps to too great an extent if we ignore market trends. If you focus on market trends, you watch what customers are purchasing and what their current needs are and how these are changing. Failing to match their needs both now and in the future will mean that your customers will switch to a competitor. Consider Polaroid and digital cameras. They new their traditional competitors in film - but not the emerging ones. So looking at market trends means that you are identifying what makes customers happy - now - so essentially what STOPS the competitor gaining your customers. It also looks at trends that could threaten you in the future - and your traditional competitors too. In contrast, focusing too much on competitors can mean ignoring customer needs, wants and desires. To which I reply - yes, until the competitor figures out a better way to serve customers. This is where CI becomes a label for what is really market research, library research, trends analysis, etc. The suggestions here so far to employ techniques like Five Forces are great for getting companies started at a more disciplined look at their competitors and competitive forces. But, in both situations arrogance and ignorance it will take a devastating competitive surprise to give firms like these religion on the importance of competitive intelligence. This seems to be the behaviour of market leaders who prefer creating markets and innovating, rather than following others. [Permalink Reply by Vivek Raghuvanshi on November 14, at 6:](#) Competitors should not be ignored, but keeping up to date with business and industry changes will be far more useful to the company than devoting a lot of time to monitoring competitors. And the reason if rarely price. This might include adding a feature that customers want, targeting a different market, developing alternative uses, etc. I have had very strong opinions about the relative value of competitors for many, many years, and therefore devoted an entire chapter to this topic in my book, *Competitive Intelligence Advantage Wiley*. As above, the only way they get customers is because the established companies have a misguided focus on direct competitors rather than the marketplace. This is valuable for the company as it points out what they may have missed. The more in touch companies are with their customers, the less likely another company emerging or from another industry will become a competitor or serious competitor, as there is less opportunity. Note Amazon, eBay, Swiffer who maintain their dominance because they focus on staying current and continually satisfying customers.

2: The Case Against Competition - Alfie Kohn

The Case Against Competition. By Alfie Kohn. When it comes to competition, we Americans typically recognize only two legitimate positions: enthusiastic support and qualified support.

When is a dissent note more important than a majority verdict? The verdict follows a complaint from rival MCX, the Multi-Commodity Exchange, which alleged that the NSE was adopting predatory pricing strategies to kill off the competition. The NSE said no, and it was merely waiving fees as a form of introductory pricing. They are now out, and the NSE is banking on these two to bail itself out. It hopes to use their arguments when it takes the fight to a higher court. According to Business Standard, the dissenters criticised the majority order for its "adversarial approach" which was not quite in the spirit of the competition law. Firstpost looked at the numbers and the evidence and believes that the minority report makes more sense than the majority finding. MCX is marginally ahead of the other two. Two, when "free" is bringing in huge turnover and benefiting consumers, where is the logic in forcing transaction fees onto all exchanges? As the dissenters pointed out, the late entry of the USE did not in any way affect its ability to garner volumes. Predatory pricing has, in fact, expanded the market. This is what happened in telecoms and there is no reason why it should not happen with exchanges. Three, the majority verdict assumes that profits from one segment equity, in this case should not be allowed to subsidise operations in another currency derivatives. But this is exactly how the real world operates. Markets expand when companies use profits from one product segment to promote another till that one is ready to bear pricing. Four, the government itself does the same thing. By underpricing fuel and cooking gas supplied by the public sector oil marketing companies, it has driven Reliance out of the market, thus reducing competition. But this is being lauded as a triumph of people-based policies. Five, MCX is the champ in commodity futures, thanks to its huge lead in metals and energy futures. There is nothing to stop it from cross-subsidising currency derivatives using profits from here. Once that happened, the NSE rightly assessed the threat from MCX as major and has been taking pre-emptive action in new segments like currency futures. This is what one would expect a market leader to do. In fact, the real problem is that Sebi has not allowed MCX to get into equity. But this can never be proven. The battle will end the day MCX gets the go ahead in equities. The Competition Commission would be better off focusing its efforts in other areas. Dec 20,

Fixating On the Competition Wendy Keneipp on September 03, "The competitor to be feared is the one who never bothers about you at all, but goes on making his own business better all the time."

He analyzes the surrounding and defines the strengths and weaknesses of his potential competitors. Once a weakness is spotted, a competitor has no longer got the advantage over him. A guy can, now, easily outshine the competitor in his deeds. This lovely character starts with basics and quickly moves to more advanced strategies if the first ones proved unsuccessful. The main idea is to see at what things your competitors slip so that you can beat them on these. What do you do wrong? There are many ways you can be analyzing your competitors. Newbies often make the same mistakes, repeating the same unsuccessful patterns which lead them to slow sinking. The wrong way of performing competitors analysis is: Not using keywords research tools at all. Trying to guess the keywords that your clients are searching for is a waste of time, as well as hoping to figure what keywords your competitors are targeting. Using keywords research tools in a wrong way. Automatically generating keywords based on your content, forgetting that in SERPs keywords those that people are actually asking for may be different, and you are, probably, not targeting them. Choosing indirect competitors like Microsoft, Google, Amazon, Shopify and others. Your competitors somehow succeeded to get the link, so can you. Not knowing where your competitors are getting traffic from, what adjustments with keywords they make and whom they are building connections with is a good way to be trampled by your competitors. Making raw and poor assumptions on why your competitors are outranking you. The Internet is about data and using it in a smart way. If you can get access to this data, you will be the king. High bounce rate = no leads and conversions, right? Maybe the page is organized well-enough for people to just copy the phone number, skype or email and then they leave just to type in the info and contact the website holders for their services. How to do it right? So, how do you do the right competitors analysis? First of all, you should know your competitors. Speaking about international search non-local you can be searching for them manually in a couple of ways: In Google search line type in related: Google will show you all the website related to yours, based on their content. You can, as well, use our platform which will show you the potential competitors, whom you can track afterwards. The research is based on the number of keywords and all the intersections where your keywords cross. You can select 10 of your potential competitors. You can now analyze them manually, by clicking on their website and watching why they can be ranked before you or why are they getting closer to you in SERPs. This is where we select our competitors and, by closely analyzing them, we choose only direct competitors. We are not touching big guys so far, since we are not ready to compete on the big market yet. Once we knock out a couple of competitors, we can aim for bigger fish. Use your keywords research tools in a smart way. You can see the exact keywords that you have and the same keywords that your competitors have. You can, also, see your positions in SERPs as well as the positions of your competitors. In this example, you can see that for supporthunt. As you can see in the picture, they are both targeting long-tail keywords. In this case, what supporthunt needs to do is that they have to learn what other keywords their competitors are targeting for, what backlinks they have, etc. This information allows you to keep your hand on the pulse and constantly monitor the updates of your competitors, more exactly, the keywords that they are adding. Your competitors are at the top for a reason and the first strategy will be to copy out their techniques. They have built relationships with some authoritative-looking guys and they inspire power. You might also think that these guys are absolutely impossible to reach out to. If your competitors somehow managed to connect with some serious and big websites, so can you. Maybe not right now, but you can start reaching out to them today. Try to be as an active user as possible on their website, comment, share and just show yourself = do everything to catch their attention and curiosity. How to find who is linking to your competitors? They might be having better links. The most authoritative links are from domains. Also, maybe some big guys are linking to them. So, how do we find it out? Not only you can see backlinks, but also keywords and the amount of traffic that goes to this website. Now, there are two ways you can have an advantage over your competitors: Try to build relationships with those resources that are linking to your

competitor. It may be a short or long-term perspective project. It all depends on your luck and communicative skills. You can say that pages are bad for SEO which really is and easily persuade them to start linking to your website, because your pages are working stably. Your competitors may come up with new ideas, they are also testing new techniques and approaches. They are building new connections and implementing new things into their websites. By watching them persistently and attentively, you can fish out some really good ideas, which you can modify and adjust to your own project. Combining this data with the keywords that your competitors are using, you can find out some useful marketing strategies that you may want to apply to your content and website. Bonus tips Keywords and backlinks are the core for building an authoritative website. Use all the keywords your competitors are using and add more. Find out about your customer persona, try to figure out what places they intend to visit on the web. If your customers are SEO business developers, for example, they are probably interested in technology, local news, they like to self-educate and they ask a lot of questions, so they probably hang out on Quora, news websites, etc. How can you use it? This is something that your competitors might not be even thinking about. Competitors analysis is all about finding weaknesses of them, searching for some places where they slip and become vulnerable, so that you can beat them on these things. Look at this screenshot of meta description and title. You can see misspellings and a poorly-written title which means that competitors might already be optimizing for it while supporthunt is sleeping. Another tip is about content. If they are posting 5 articles a week, then, probably, you need to be doing the same thing. You might look at such channels as Facebook, Youtube, Twitter and other social media. You can find that, maybe, your competitors are using everything, but for Twitter. However, they might have just forgotten or lacking time to do that, so it may become a way to play with your competitors and destroy them with this small feature. Conclusions Everybody has strengths and weaknesses. Build a strong list of direct competitors and start looking for keywords intersections. Find where they cross and build a keywords list of your competitors. See what the competitors have missed and add it to your project. Analyze the backlinks of your competitors, where they come from and what these resources are. Having a couple of highly authoritative links is better than hundreds of poor-quality ones. Track the traffic of your competitors. Know where it comes from and what your competitors are using to target the audience. Copy your competitors in everything that you lack to become equal, then add a spark to outshine them Watch for small things like, if your competitors have HTTPS, look at their titles and meta descriptions. Check out the frequency of posting blogs and what they are posting if your content is alike. Look at their products page and what they are selling. There is one last question. What time is it?

4: Why competition is bad

In ancient times, the rules of nature were easy. If you didn't compete for food, shelter or women, you would die. We still compete for those things, but the competition actually makes us weaker. When we compete, two negative things can happen. We start imitating the competition We focus too much.

The first view holds that the more we immerse our children and ourselves in rivalry, the better. Competition builds character and produces excellence. The second stance admits that our society has gotten carried away with the need to be Number One, that we push our kids too hard and too fast to become winners â€” but insists that competition can be healthy and fun if we keep it in perspective. I used to be in the second camp. The trouble lies with competition itself. That may sound extreme if not downright un-American. Competition, which simply means that one person can succeed only if others fail, is one of those things. Think for a moment about the goals you have for your children. Chances are you want them to develop healthy self-esteem, to accept themselves as basically good people. You want them to have loving and supportive relationships. And you want them to enjoy themselves. These are fine goals. Competition is to self-esteem as sugar is to teeth. Studies have shown that feelings of self-worth become dependent on external sources of evaluation as a result of competition: Success comes to be defined as victory, even though these are really two very different things. Even when the child manages to win, the whole affair, psychologically speaking, becomes a vicious circle: The more he competes, the more he needs to compete to feel good about himself. When I made this point on a talk show on national television, my objections were waved aside by the parents of a seven-year-old tennis champion named Kyle, who appeared on the program with me. Kyle had been used to winning ever since a tennis racket was put in his hands at the age of two. But at the very end of the show, someone in the audience asked him how he felt when he lost. But none of these requires winning and losing â€” that is, having to beat other children and worry about being beaten. When classrooms and playing fields are based on cooperation rather than competition, children feel better about themselves. Children succeed in spite of competition, not because of it. There is good evidence that productivity in the workplace suffers as a result of competition. The research is even more compelling in classroom settings. David Johnson, a professor of social psychology at the University of Minnesota, and his colleagues reviewed all the studies they could find on the subject from 1960 to 1980. Sixty-five of the studies found that children learn better when they work cooperatively as opposed to competitively, eight found the reverse, and 36 found no significant difference. The more complex the learning task, the worse children in a competitive environment fared. Brandeis University psychologist Teresa Amabile was more interested in creativity. It turned out that those who were trying to win produced collages that were much less creative â€” less spontaneous, complex and varied â€” than the others. One after another, researchers across the country have concluded that children do not learn better when education is transformed into a competitive struggle. First, competition often makes kids anxious and that interferes with concentration. Competition is a recipe for hostility. By definition, not everyone can win a contest. If one child wins, another cannot. Forget fractions or home runs; this is the real lesson our children learn in a competitive environment. This is not to say that competitors will always detest each other. But trying to outdo someone is not conducive to trust â€” indeed, it would be irrational to trust someone who gains from your failure. At best, competition leads one to look at others through narrowed eyes; at worst, it invites outright aggression. Existing relationships are strained to the breaking point, while new friendships are often nipped in the bud. One study demonstrated conclusively that competitive children were less empathetic than others; another study showed that competitive children were less generous. Cooperation, on the other hand, is marvelously successful at helping children to communicate effectively, to trust in others and to accept those who are different from themselves. Competition interferes with these goals and often results in outright antisocial behavior. The choice is ours: We can blame the individual children who cheat, turn violent, or withdraw, or we can face the fact that competition itself is responsible for such ugliness. Consider one of the first games our children learn to play: Take away one chair and one child in each round until one smug winner is seated and everyone else has been excluded from play. You know that sour birthday party scene; the needle is lifted from the record and

someone else is transformed into a loser, forced to sit out the rest of the game with the other unhappy kids on the side. Terry Orlick, a Canadian expert on games, suggests changing the goal of musical chairs so children are asked to fit on a diminishing number of seats. At the end, seven or eight giggling, happy kids are trying to squish on a single chair. Everyone has fun and there are no winners or losers. In fact, not one of the benefits attributed to sports or other competitive games actually requires competition. Children can get plenty of exercise without struggling against each other. Cooperative games allow everyone to work together, without creating enemies. Improving skills and setting challenges? When Orlick taught a group of children noncompetitive games, two thirds of the boys and all of the girls preferred them to games that require opponents. How can parents raise a noncompetitive child in a competitive world? There are no easy answers here. But there is one clearly unsatisfactory answer: They can be exposed to the case against competition just as they are taught the harms of drug abuse or reckless driving. Or you may want to look into cooperative schools and summer camps, which are beginning to catch on around the country. As for reducing rivalry and competitive attitudes in the home: Be aware of your power as a model. If you need to beat others, your child will learn that from you regardless of what you say. The lesson will be even stronger if you use your child to provide you with vicarious victories. Raising healthy, happy, productive children goes hand in hand with creating a better society. The first step to achieving both is recognizing that our belief in the value of competition is built on myths. There are better ways for our children "and for us" to work and play and live. This article may be downloaded, reproduced, and distributed without permission as long as each copy includes this notice along with citation information i. Permission must be obtained in order to reprint this article in a published work or in order to offer it for sale in any form.

5: Competitors analysis. Why you've (probably) got it all wrong!

The Truth About Competition & Why You've Got It All Wrong by Drew Leahy Several weeks ago I wrote an article about strategic positioning: the art of creating a sustainable competitive advantage for your medical practice.

Search Why the Competition Commission of India is wrong in penalising Google All the search engine had done was devise a better, more intuitive way to organise search results in order to improve the user experience. Feb 12, The larger an Internet company grows the better it can serve its customers by leveraging data at scale to offer features and services that are otherwise impossible to achieve. The Commission found that Google through its search design had placed its commercial flight search function at a prominent position on the search results page to the disadvantage of other businesses trying to gain market access. I decided to try things out for myself. When I clicked on it, I was taken to a new page packed with destination suggestions and best price offers. It even had a neat interface that allowed me to hover over a spot on the map and find out how much it would cost to fly there. I realised why this irritated vertical search engines. After all, if Google was going to use its search prowess to steal customers away, it needs to sell tickets. So I decided to find out for myself and book a flight. I selected a destination, travel dates and flight options and looked at the options I was given. The first option was to buy the ticket directly from the airline but every other option pointed me to various vertical search engines – taking me right back to where I started. Google was not in the travel business. All it had done was devise a better, more intuitive way to organise search results in order to improve the user experience. Google Flight is not a new business vertical that books your tickets for you. All it does is offer a price comparison accessible directly from the search page of all available flights to a given destination. This is exactly the sort of innovation that Internet companies should be encouraged to do: After all, any customer who wants to book a flight from among the search results served up on the Google Flight page has to do so from the vertical search engines that were complaining that they were being sidelined. Competition laws may have been designed for the offline world but when we use it to regulate large online players, it is imperative that we reorient our thinking so that we can better address the challenges of the big data age. Today, customers benefit from network effects. If competition law is to be deployed to the benefit of the end consumer, we must allow Internet companies to better leverage the advantages of scale. High market share and dominance are no longer antitrust concerns. The dissenting opinion in the Google case seems to have held this view: It is unfortunate for the evolution of Indian competition jurisprudence that they could not persuade the majority.

6: Fixate | Define Fixate at www.enganchecubano.com

Most of us are very good at fixating on what's wrong, which is the exact opposite of living a full-on life. When you fixate, you're the one who is taking the wind out of your own sails. By repeating moments of fear, failure, or basic unfairness, you're actually living in a state of stress that's unhealthy to mind, body, and soul.

7: 5 reasons why Competition Commission is wrong on NSE - Firstpost

This sounds easy, but so many companies get it wrong. Your list of features definitely isn't the place to start. Consider what sets your products apart from your competitors.

8: "We don't look at our competitors." - Competitive Intelligence

1 5 reasons why Competition Commission is wrong on NSE 2 Asian shares inch up, investors brace for U.S. elections 3 Gold glitters on Dhanteras despite rise in prices on fears of further hike; sales up 15% after a sluggish start.

9: Why the Competition Commission of India is wrong in penalising Google | analysis | Hindustan Times

WHY FIXATING ON COMPETITORS IS WRONG pdf

European Commission competition chief Margarethe Vestager on Monday announced a \$5 billion fine against Google for illegally using its dominance of smartphone operating systems to thwart rivals.

Schaums outline of theory and problems of modern physics Stem cells and monkey trials The Missouri Jobbank (Missouri Jobbank, 3rd ed) Planning in public administration How Artists See People May : embracing the body while ignoring the fact of arms 3. Knowledge Management for Terminology-Intensive Applications: Needs and Tools I. Meyer Maple Ridge Cemetery, Westlake, Cuyahoga County, Ohio: A history of its people and families Object Property Configuration and Proxies The observers book of pets Running a law practice on a shoestring A Culture of Everyday Credit Programming concepts in Java J.N. Patterson Hume, Christine Stephenson. Davidsons principles and practice of medicine Frans Blom, Maya explorer Edit the words on To be or not to be : where is self-preservation in evolutionary theory? Pamela Lyon The d.o osteopathic medicine in america gevitz Treating Depression Effectively Program evaluation standards Full adder logic circuit The reign of God and Rome in Lukes Passion narrative Blackrock smart beta guide The impact of Democritus on modern science. Poor and the poorest Legends, Traditions, and Laws of the Iroquois, or Six Nations, and History of the Tuscarora Indians (Dodo Employee, after completing a form, should be examined in the appropriate location with adequate light. Gate 10 years question papers for cse General tax law 1893-1895-1897-1899 . Slotted sculpture from cardboard Romans and Blacks Meerkat in Trouble Conceptualizing, observing and comparing socioecological transitions Marina Fischer-Kowalski and Helmut H A review of Mr. Binneys pamphlet on / The Country journal book of hardy trees and shrubs Venus and Adonis, and the rape of Lucrece 30 Old Testament Stories for Young Children Leading Organizational Learning A history of modern psychology 8th edition schultz Miguel, the lowan