



Summary : Will and Vision - Gerard Tellis and Peter Golder: How Latecomers Grow To Dominate Markets

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Complete summary of Gerard Tellis and Peter Golder's book: "Will and Vision: How Latecomers Grow to Dominate Markets".

This summary of the ideas from Gerard Tellis and Peter Golder's book "Will and Vision" raises an interesting question: “Is it better to be first to market with a new product or to delay getting to market until you have a better product?” In their book, the authors explain how the answer to this question can be found by looking at current market and product category leaders - these tend to be the companies that best harness the five key drivers of long-term success, rather than those who seek a first-mover advantage. This summary demonstrates each of these drivers and why you should exploit them in order to gain lasting success.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Will and Vision" and discover the key to harnessing long-term market leadership.

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