

Foreword

It is with great pleasure that I write the foreword for this important monograph on the subject of competitive strategy and strategic diversity. Unlike many academics in the field, Peter has a background both in academia and consulting. He was a scientist by training and went to Business School in the early 1980s, following which he had a distinguished consulting career in a range of companies, most notably L.E.K. Consulting. More recently, he has become Bursar of Exeter College, Oxford and a Lecturer in Strategic Management in Oxford University. In that capacity, he has developed a very interesting set of strategic management teaching materials and has diligently applied his original consulting thinking to his work at Oxford.

I am particularly impressed with Peter's attempts to set out the fundamentals of heterogeneous competition and to develop a more comprehensive theory of competitive success. His framework and his business model are very thoughtful and insightful and his use of concepts drawn from a range of literature, particularly the finance literature, makes this a "must read" for scholars in strategic management. Indeed, I think that the ideas are so important that the insightful reader should be able to develop four or five propositions about competitive strategy which can be used both in practical contexts and, more importantly, from an academic viewpoint in the development of new theory and applied research in the field of competitive strategy.

I wish the reader every success in paging through this text, which provides a novel and insightful viewpoint about astute competition. As editor, I have enjoyed both reading the manuscript and seeing it come to fruition in this publication.

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