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Note generali	Description based upon print version of record.
Nota di contenuto	Table of contents; Invented competitors; Coors Light in Puerto Rico; Rubicon Technology; Results-based leadership; Talking strategy
Sommario/riassunto	Fahey provides a first look at the methodology that a few cutting-edge companies are using to defend themselves against the possibility that emergent competitors - for example, a start up or a venture with roots in another industry - could offer a radically better business proposition.