Competing on the Edge: Strategy as Structured Chaos  By: Shona Brown & Kathleen Eisenhardt

Introduction to the Book:
The book begins by defining, managing, and detailing change through the explanation of strategic challenges. Different companies are addressed, such as Intel.

The strategy of competing on the edge is illustrated throughout the book. The concept of the edge of chaos reflects upon the structure of an organization and its partial existence. If change occurs and is abundant, chaos will occur and the coordination of change will be difficult.

Overview of Book’s Structure
As the book progresses, the competing on the edge strategy is described.

The science behind order and its basis of organizing processes first helps to prevent chaotic change.

The author describes a situation between diverse and highly-expanding computing companies called Royal and Tai-pan.

The key to competing on the edge involves growth and adapting to the continual growth to be successful.
**Highlights: What’s new in this Book?**

A revolutionary theory is generated while comparing strategies for change. The authors call the comparison between the highly managed markets and scientific world the theory of ‘competing on the edge.’

This book targets not only manager’s perspectives, but scientists by illustrating ideas and theorems that reflect relevance in a pragmatic world.

**Highlights: What I liked**

The book was a fascinating read in regards to new aspects in business strategy and market adaptation. The illustrations in regards to change and growth needs for the businesses were generalized and increased in complexity as the book progressed.

The scientific aspects and theories depicted the idea of competing on the edge very well. Examples included different business scenarios between large and small companies.

The theory of time pacing, where new products or services are developed in markets on a timely strategic basis, was a great element to tie in the importance of change and variation.

**Who Might Benefit from the Book**

In my opinion, this book is geared more towards business managers over project managers.

Business leaders need to continually adapt to change in order to ensure leadership is followed and expressed.

However, it’s in the nature of Project managers to adapt to change. Many Project managers are very forward thinking.

Therefore, the theory of embracing change and growing your ideals around it can be very helpful to project managers.

I would recommend this book to those that are looking for something challenging preconceived ideas in regards to growth and change at a higher level of business.

Individuals struggling with change management and strategies will find this book helpful and an interesting read.