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Victory Is Temporary, Annihilation Is Permanent: Corporate Strategist Speaks

If you're a board member, CEO, COO or CFO in an industry that is as cut throat as pharma, bio tech, technology, software etc industries you most likely have hired a strategies consultant to step in to help you gain a much needed edge over your competitors.

One of the first things you'll realize is that winning is only a temporary byproduct of victory over a certain angle and it is only a matter of time until that competitor is back again, bigger and stronger than ever and once again posing a major threat to your organization as you must fight to keep your economic position in your niche marketplace.

The key element is to annihilate the opponent. But you cannot do this directly. One way to obliterate a competitor to the point of no return is to feed their smaller, more aggressive competitors with devastating information that you've dug up on the 'target' that will damage them in a way that offers no rebound potential.

Find information about the CEO, CFO, COO, board members, advisory board members, product or services weakness, angry customers (give them a public platform to voice their anger) make step in, be invisible, and use your social media agent to make these guys rock stars.

When the press is taking a crippling affect on your competitor you should be evaluating their share price, buy some and dump it and continue to do this ongoing with any major competitor (check with your attorney to find out about any legal issues you should be aware of first). If a mugger is coming at you with a knife you don't want to kick him in the shin, you want to grab a steel pipe and smack him over the skull until his laying on the ground and you can remove the weapon from his hand, a chump laying on the ground unconscious without a weapon ceases to be a threat. Business is no different.

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