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EXECUTIVE SUMMARY

1.

- (Defensive Strategy) 가
-
- 가

2. 4가

- 4가
- (Bypass Attack)
 - .
 - .
- (Flank Attack)
 - .
 - .
- (Guerrilla Attack)
 - .
 - .
- (Frontal Attack) (head to head) CEO
 - .
 - .

3.

- ' = ' 가
 - . , CEO , ,
-
-

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1.

- (Defensive Strategy) 가

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- .

- (Offensive Strategy) 80

- .

< > vs.

	-	(high risk, high return)
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	-	-
	가	- M&A

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2. 4가

4가

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○ (Bypass Attack)

가

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가

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(松下電氣)			2001	,
387	1			,
		7.7%	5	
(Phillips)		1980		,

○ (Flank Attack)

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- .
- CEO

가

(CEMEX)
3
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○ **(Guerrilla Attack)**

- . 가 (hit-and-run)
- . 가

(SONY)
2001 . 21
Yahoo ,
, e- ,
. SONY , ,
e-SONY

○ **(Frontal Attack)**

- . (head-to-head competition)
- CEO
- CEO

