



# The Lanchester Strategy For Management

*Yoichi Takeda*

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## **The Lanchester Strategy For Management** Yoichi Takeda

The management that created Japan.

Lanchester's laws were originally presented as laws of combat, but in Japan they have been adapted into "laws of competition." If one applies Lanchester's laws to business strategy, previously vague aspects of running a business become clearer, so it becomes easy to apply them to actual business situations. When these laws are applied to business, the following things become clarified.

First is the relationship between market share and profitability.

Second, distinctions can be made between the "strategy of the strong" that can be implemented by the company fulfilling the conditions necessary to become top-ranked, and the "strategy of the weak" that must be implemented by those, including the second-ranked company, that have failed to meet those conditions.

Third, specific weightings can be assigned to products, their marketing strategies and tactics, and other such important factors and attendant procedures comprising a business.

I believe that these ideas, which until now seem to have escaped the attention of guru consultants in the United Kingdom and the United States, constitute a novel approach.

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