

**Compete Smarter, Not Harder: A Process For Developing The  
Right Priorities Through Strategic Thinking**

**By William Putsis**

says William Putsis. a strategic process for developing priorities based on state-of-the to strategic thinking with Compete Smarter, Not Harder.

<http://www.kenan-flagler.unc.edu/news/2013/12/Putis-Book-Article>

Compete Smarter, Not Harder: A Process for Developing the Right Priorities through Strategic Thinking (Link) John Wiley & Sons November 2013. The Internet, mobile

<https://www.linkedin.com/in/putsis>

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<http://www.ebooks.com/1480867/compete-smarter-not-harder/putsis-william/>

Dec 16, 2013 Dirk Beveridge founder of UnleashWD, the only innovation summit for distributors has a conversation with William Putsis about his book Compete Smarter, Not

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<http://onlinemba.unc.edu/blog/compete-smarter-not-harder-fundamental-strategies/>

Compete Smarter, Not Harder explains how to prioritize market opportunities so that a company's strengths in one area can be leveraged across multiple markets.

<http://www.amazon.com/Compete-Smarter-Not-Harder-Developing-ebook/dp/B00EFB44PM>

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<http://www.strategy-business.com/article/ac00057?gko=9bacd>

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