

Beyond Porter – A Critique of the Critique of Porter

The writings of the American management-guru and Harvard-Professor Michael E-Porter are considered to be among the most influential of their subject – and among the most critiqued ones. Porter had a lasting influence on strategic management with his books about competitive advantages on industry level and on global level, which were written in the eighties.

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In summary, Michael Porters models do not have the influence they used to have any more. New economic laws came up and other drivers started to transform markets. Nevertheless, that does not mean that Porters theories became invalid. All we have to do is to apply them with the knowledge of their limitations in mind and to use them as a part of a larger framework of management tools, techniques and theories. This approach, however, is advisable for the application of every business model – brand-new or old, from Porter or from somebody else, and in every economy.

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