

# AAPM ® GLOBAL - August 2012 ISSUE



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#### This Month's Tip:

Share a Calendar in Google Apps One of the advantages of Google Apps is the ability to share a calendar among members

> <u>Check it out on YouTube from</u> <u>Navitend</u>

MANAGEMENT CONSULTING GUIDE – COMPETITIVE ANALYSIS – PAGE 107 by George Mentz, JD, MBA, CWM®, MPM®, QFP

#### Competitive Analysis xviii

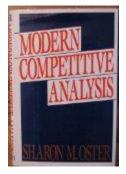
Business takes place in a highly competitive, volatile environment, so it is important to understand the competition. Questions like these can help:

- Who are your five nearest direct competitors?
- Who are your indirect competitors?
- Is their business growing, steady, or declining?
- What can you learn from their operations or advertising?
- What are their strengths and weaknesses?
- How does their product or service differ from yours?

Start a file on each of your competitors; include advertising, promotional materials, and pricing strategies. Review these files periodically.. <u>http://aapm.info/mbahandbook.pdf</u>

#### AAPM ® RECOMMENDED READ

Modern Competitive Analysis by Sharon M. Oster (ISBN 10: 0195058453 / ISBN 13: 9780195058451 )



Why do some companies thrive while others in the same industry languish? How can a struggling firm achieve higher annual earnings? What allows new

corporations to become successful in highly competitive industries? In this widely praised text, economist Sharon Oster shows that a sound understanding of economic and managerial principles can make a striking difference in the quality of the strategic planning of an organization and provides guidelines for effective corporate strategies.

# Editor's Notes :

by Michele Guttenberger, MPM® A MAJOR MILESTONE DATE MAY 11, 1935 - EXECUTIVE ORDER 7037 MODERNIZATION OF THE ENTIRE US NATION

In March 1876, Thomas Edison relocated his base of operations to Menlo Park, New Jersey a rural location he wired with electricity.

Edison pushed for electrical generating stations. In the early 1880's his quest was to get cities electrified. His goal was to build the world's first central electrical generating station. The first powered block in Manhattan lighted The New York Times and J.P. Morgan offices. The Pearl Street, NY generating station sparked the electric lighting era that created power plants to cities worldwide.

In 1886 Thomas Edison had his home, lab and factory in undeveloped West Orange, New Jersey. He brought his electricity to this town where the world's technological inventions would be designed and produced. He serviced electricity to his iron and cement businesses in rural Sussex County New Jersey. In 1919 Sparta, New Jersey became one of the first rural towns in the nation to have electricity.

However, Edison's electricity to rural places was isolated pockets of modernization. Bringing electricity to rural areas was not a profitable venture to investor-owned utilities that only operated compact distribution systems providing service for high customer areas strictly for profit. It would take over 50 years before the sparsely populated countryside of America would see electricity. Investor owned utility companies could not be forced to supply rural areas with electricity. The only way rural America would have electricity was for the farmers to bear the cost of constructing their own power delivery system. Without electricity, rural Americans were soon lagging behind socially and economically compared to urban America.

It was not until the Great Depression that these modern divides were finally addressed by the nation. President Franklin D. Roosevelt recognized this inequity when executing his New Deal program. On May 11, 1935, he signed into law executive order 7037 which created the Rural Electric Administration (REA). Rural towns across America would finally get electricity just like Edison's locations.

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Spotlight on: Dr. Srabanti Sarkar, PhD

Career Articles - AAPM® and the International Project Management Commission:

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See latest Dates & Locations on page 3

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Columbus, OH -July 31-Aug 3, 2012

# TO ALL THOSE CERTIFIED IN July Congratulations!



Master Alumnus Spotlight on Dr. Srabanti Sarkar, PhD, MPM®



AAPM ® Board of Standards and Global Advisory Board Honorary Member

Dr Sakar is the CEO, SIROM Consulting Services, He heads the Grants and Project Management Consultant area of the company. SIROM Scientific Solutions, LLC is a small R&D company founded in 2006. Their primary mission is to develop inexpensive and environmentally "green" remediation technologies for

environmental contamination. <u>Visit</u> their website

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