

How to Stay Competitive in a Global Economy

By BNET Editorial

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With global giants like China, India, and Brazil making record strides in innovation, the United States' position as economic leader is far from secure, and everyone from Bill Gates to President Bush is weighing in with their solutions. Elements such as long-term policy and legislation are key to strengthening the country's competitive edge, but on an individual company level, there's much that you can do right now. Check out these top five articles from our business library to help pinpoint your next best move.

New Ways to Build Competitiveness

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Source: Harvard Business School

Outsourcing may lower costs, but unless a company's efforts are unusually good, a true competitive advantage is fleeting, argue the authors of this Harvard working paper. To find out what it takes to build a sustainable competitive edge, they studied 45 global projects. Here's the innovative approach they discovered in their research.

What's Holding India's Productivity Back

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Source: CFO Magazine

Even though General Electric has done well in India, the company's Asian strategy can be summed up like so: China is number one, two, and three. What's the problem with India? Turn off any highway in the country, and it becomes readily apparent.

Clustering Competitiveness One Region at a Time

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Source: Brookings Institution

Not every place can or should become another Silicon Valley. Here's how to diagnose a region's intrinsic strengths and turn them into a winning economic strategy.

Finders Keepers: How to Protect Your Company's Secret Sauce

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Source: World Intellectual Property Organization

Looking for an innovation advantage? Nothing will be a competitive edge for long if it's not protected. Here's a primer on what kinds of intellectual property protection exist and how to use them strategically for higher profits, ROI, and snagging the coveted market leader position.

Why We Lost the War for Talent

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Source: Electronic Recruiting Exchange

China and India are where most of the talent is developing. By some reports, these two countries will be producing 10 to 20 times as many scientists and engineers as the United States. Best-selling author and recruiter Lou Adler looks at nine things companies can do to make sure they're not a casualty in the war for talent.

For more on how the U.S. can compete globally, check out our BNET Book Brief video, [#Innovation Nation](#),# with author John Kao.

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