



Only the Paranoid Survive: How to Exploit the Crisis Points That Challenge Every Company

By Andrew S. Grove

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Under Andy Grove's leadership, Intel has become the world's largest chip maker and one of the most admired companies in the world. In **Only the Paranoid Survive**, Grove reveals his strategy of focusing on a new way of measuring the nightmare moment every leader dreads--when massive change occurs and a company must, virtually overnight, adapt or fall by the wayside.

Grove calls such a moment a Strategic Inflection Point, which can be set off by almost anything: mega-competition, a change in regulations, or a seemingly modest change in technology. When a Strategic Inflection Point hits, the ordinary rules of business go out the window. Yet, managed right, a Strategic Inflection Point can be an opportunity to win in the marketplace and emerge stronger than ever.

Grove underscores his message by examining his own record of success and failure, including how he navigated the events of the Pentium flaw, which threatened Intel's reputation in 1994, and how he has dealt with the explosions in growth of the Internet. The work of a lifetime, **Only the Paranoid Survive** is a classic of managerial and leadership skills.

The Currency Paperback edition of **Only the Paranoid Survive** includes a new chapter about the impact of strategic inflection points on individual careers--how to predict them and how to benefit from them.

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Editorial Review

Amazon.com Review

Massive change is hitting corporate America at a furious and escalating pace, writes Andrew Grove in **Only the Paranoid Survive**, and businesses that strive hard to keep abreast of the transition will be the only ones that prevail. And Grove should know. As chief executive of Intel, he wrestled with one of the business world's great challenges in 1994 when a flaw in his company's new cornerstone product -- the Pentium processor -- grew into a front-page controversy that seriously threatened its future.

From Publishers Weekly

Keep looking over your shoulder, cautions Grove, president and CEO of Intel Corporation, because the technology that keeps changing the way businesses are run and careers are forged is on the verge of making every person or company in the world either a co-worker or a competitor. And be warned that there's a pattern to the havoc that forces us to regroup whenever we think we have a grip on things. The pattern is based on a series of revolutionary milestones, inevitable and unpredictable, that Grove calls strategic inflection points. They change things. Every significant development from railroads to superstores to computers has been a point of strategic inflection. Businesses and individuals are never the same once these points zero in to alter the status quo. For Intel, a manufacturer of computer works, a strategic inflection point was the transition from memory chips to microprocessors, and a great deal of this book details the way Intel handled this change, including furor that erupted when a minor flaw was discovered in its Pentium processor. Perhaps the quality that lifts this above other business books is its applicability to individuals. Copyright 1996 Reed Business Information, Inc.

From Library Journal

The cofounder of Intel, who supposedly originated the phrase "Only the paranoid survive," explains his tactics. Copyright 1996 Reed Business Information, Inc.

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Jerry Bates:

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Ernesto Harrell:

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Randolph Urban:

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