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Book Review: Red Queen

RED QUEEN BY VICTORIA AVEYARD

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Through Red Queen competition, weaker competitors fail, or they learn and adapt. This in turn heightens the intensity of competition and further strengthens survivors in an ever-evolving dynamic. Written by a leading organizational theorist, The Red Queen among Organizations challenges the prevailing wisdom about competition, revealing it to be a force that can make--and break--even the most successful organization.

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The Red Queen Among Organizations: How Competitiveness Evolves. There's a scene in Lewis Carroll's Through the Looking Glass in which the Red Queen, having just led a chase with Alice in which neither seems to have moved from the spot where they began, explains to the perplexed girl: It takes all the running you can do, to keep in the same place.

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Our theory, labeled Red-Queen competition, is based on the idea that competition both de-selects less-fit organizations and stimulates organizational learning. Organizations that have survived competition, then, are more fit, and so in turn they generate stronger competition.