

Stick war 2 hacked unblocked games

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"Good morning soldiers!" barks Adrian Cruza "a pipe hanging from his lips, stars of the general shining from his shoulders, paratrooper beret from Vietnam "where he was a decorated platoon leader" perched on his head. "Good morning", comes the polite answer. Nearly 40 mid-level managers from the Latin American division of SmithKline Beecham PLC, the \$9 billion pharmaceutical giant, gather around an elegant mahogany table. They are equipped with combat suits, although more than a few also wear shoes with heels. "I can't hear you", shouts Cruz, a Puerto Rico-born and Harvard-trained MBA who exudes a style of enthusiastic management and non-prisoning. Cruz headed Sterling Pharmaceutical's Latin American unit when SmithKline acquired it in December 1994. He defeated two colleagues from SmithKline to lead the combined operation.Good morning!Boom the executives suddenly inspired, their words echoing on the richly paneled walls of a conference room at the top of Mexico City's Insurgentes Boulevard!Oh, what a beautiful day for a war game. Cruz has spent more than \$100,000 on a computer simulation to help his executives think about plans to introduce a new consumer product into the fast-growing Mexican market. The product, which takes advantage of an existing SmithKline brand, has a great strategic sense, at least on paper. This two-day simulation, developed and run by Advanced Competitive Strategies (ACS) of Portland, Oregon, is designed to help the team turn ideas into action and hopefully create a sense of urgency and body spirit. "This experience will change your mentality". Cruz says to the group. "No one dies and no money is lost, but no one gets out" of a war game thinking the same way. You become more analytical, more comfortable testing contingencies and scenariosA". The meeting of the Mexico uses classic simulation techniques. Managers are divided into four opposite sides, one representing the Product Smithkline, one for each of its three main rivals. The computer model that drives the game contains a lot of real-world data. In fact, it took Smithkline a month to compile the data and feed it to ACS. Every time the Smithkline team moves, discounting the price of the product, changing its package design, developing a new advertising campaign, "the computer generates performance results based on consumer reactions and competitive simulations of competitive competitions come in various varieties. Mexico City is a Clused-Bucle game; Describes an established market with well-understood competitive dynamics. The computer model reflects the real strengths and weaknesses of the players in Mexico. Cruz thinks that's more powerful than "Horse Racing Simulations", where rival teams start in the same position. There is no denying Adrian Cruz's enthusiasm for war games. Supervises at least three ACS execution simulations per year in Latin America. "I don't know anyone in the world who makes war games as much as they do", Marvels ACS President Mark Chussil. (Smithkline has sent managers from Japan and London to Operation Cruz to learn the process.) Cruz even maintains a "permanent holding room" at its headquarters in Mexico City. Decorated in camouflage, it contains a theater of the wall of operations (competitive map), battlefield reports (performance indicators), an intelligence cabinet (field notes) and an enemy arsenal (competitors' products).Cross says it believes in simulation because Of the dividends it has paid. In 1993, for example, Cruz (then at Sterling) learned that a competitor was going to introduce a new over-the-counter analgesic in the Dominican Republic. So he called for a simulation. The team representing the competitor developed a campaign of simulations that highlighted the support of the product among U.S. doctors. UU. The war game concluded that this technique could easily generate a 5% market share, much of it at Sterling's expense. Sterling. The team representing Sterling responded with a campaign that emphasized the leadership position of their product with the Dominican doctors. The company launched a campaign based on this scenario two weeks after the war party, a preventive move that delayed the rival launch for six months. Today the competing product has a 1% share; Sterling's share has increased by 10%.At the head of the conference table, Cruz prepares his troops for today's battle. "You have to know your enemies and anticipate their actions", he says. "Crystallize your strategies. Don't be afraid to think outside the box.The game develops at a pace of planning, execution and evaluation. Teams meet separately and run their own simulations to devise the strategy. Then they deliver their moves to ACS. Consultants enter the decisions into the computer and project the results of the status of the three outputs. As the game develops, and each team feels more comfortable with its strategy, Cruz throws surprises "a large devaluation of the Mexican peso, changes in consumer behavior that make people more price sensitive. Teams go back to their groups, adjust their strategies and look at the results.The game is about both tactics and strategy. At one point, during a lecture to the group, ACS President Mark Chussil discusses possible diversions by the competition "essentially, strategic dirty tricks".Don't we have at least one dirty trick on our side?" asks Jose Pepe Puente, general manager of Smith's Mexican consumer products unit. Kline. In fact, the team representing SmithKline's product discusses the value of issuing disinformation "promulgating the news that SmithKline will launch the product in Brazil instead of Mexico.Chussil urges you to be careful with that tactic. "Confusing competitors can make them stupid", "And that can lead to instant reactions" like the cut purchase price. It's better to figure out what you want the competition to do and how to

get to get As the game draws to a close, the SmithKline team fears that it may lose the loyalty of Mexican consumers to the brand they are taking advantage of the new product. The answer: invest in use and application studies to analyze the depth of brand loyalty, and whether it can withstand the extension of the line. The team also achieves a revealing competitive vision A: a massive price cut by its main competitor could wipe out the new product before it has a chance. The solution: introduce the product with a niche strategy instead of launching a frontal attack on the market.Cruz thinks it's a smart move. "It's not about unleashing a price war", he agrees. "If we only go for one segment, they won't kill themselves [competing] because in the end they would lose more than we could. They will not feel so threatened by a specialized product". Overall, the group feels positive about the result. The simulation concludes that if all the parts are placed, the new product could break even in the second quarter of its fourth year on the market. For Adrian Cruz, that's reason enough to declare victory and start celebrating. At a restaurant named after Winston Churchill, participants receive certificates acknowledging their participation in the war game. His leader is radiant. "This is real life", she tells her team. "The competition is out to catch us."

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