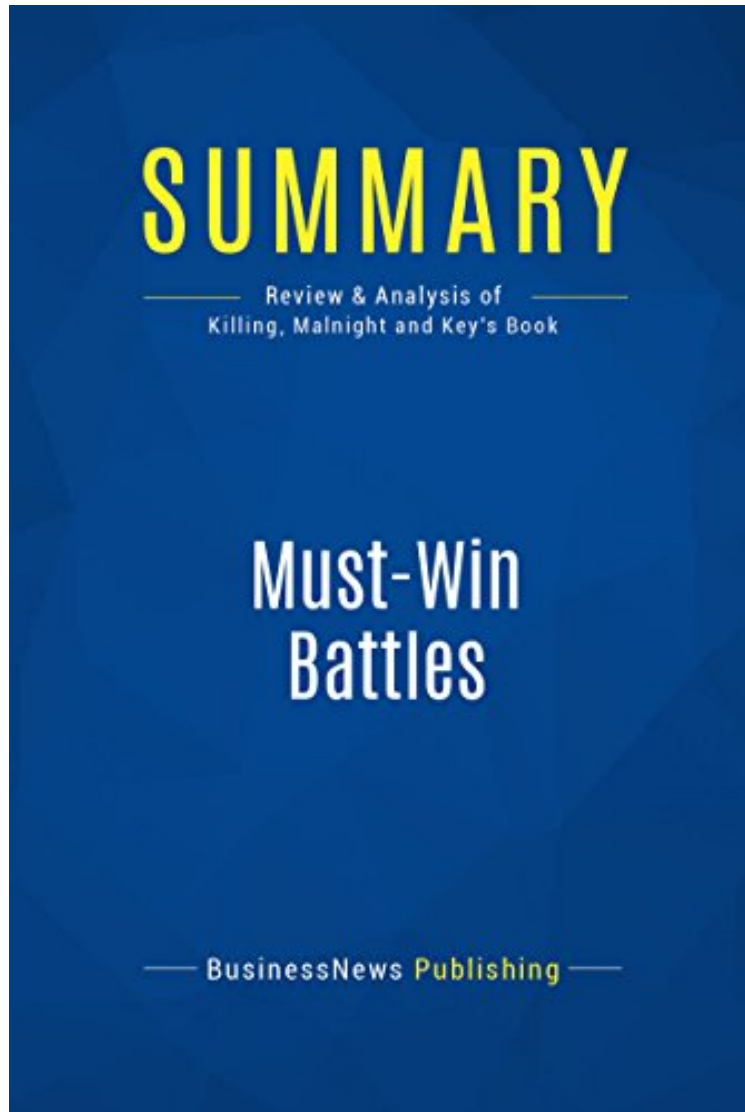


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## Summary: Must-Win Battles: Review and Analysis of Killing, Malnight and Key's Book

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The must-read summary of Peter Killing, Thomas Malnight and Tracey Keys' book: "Must-Win Battles: How to Win

Them, Again and Again". This complete summary of the ideas from Peter Killing, Thomas Malnight and Tracey Keys' book "Must-Win Battles" shows that there are three to five key battles that your company must win in the marketplace in order to achieve your revenue and profit targets and other key business objectives. In their book, the authors highlight that you must focus on must-win battles to provide continuity and much needed focus, and avoid the dissipation of energy and resources on management fads. This summary is a must-read for all managers who want to prepare themselves for future market battles. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "Must-Win Battles" and find out how you can get your company ready for the all-important battles that will keep you on top in the marketplace.