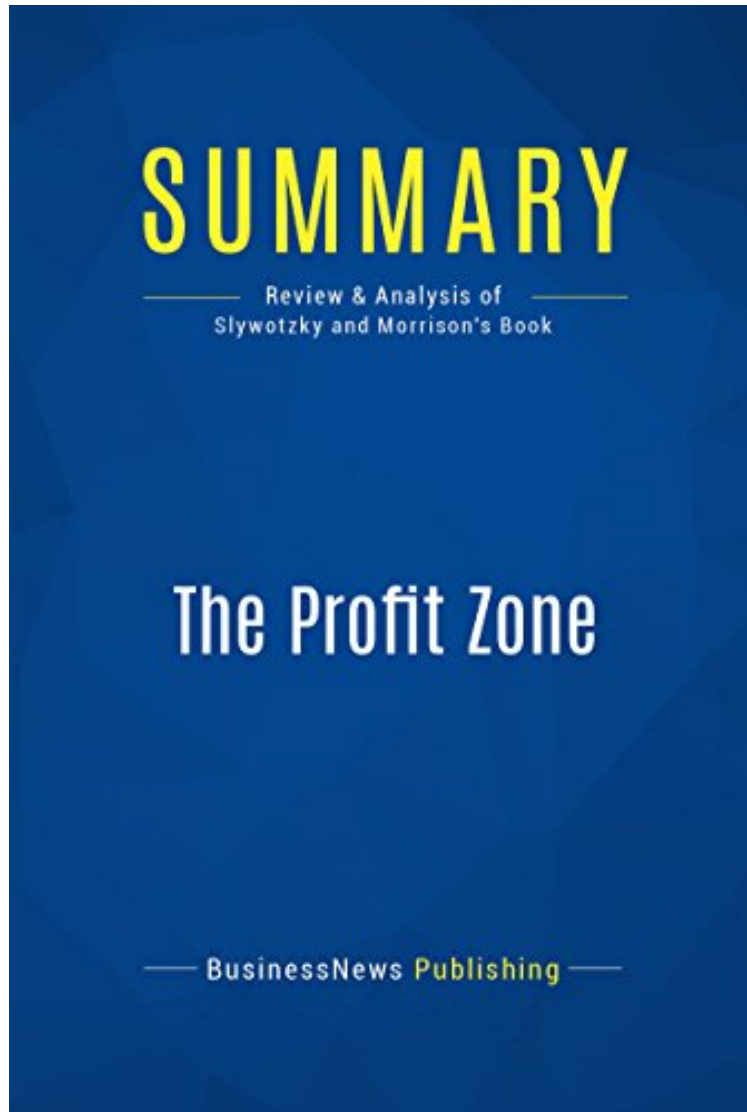


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BusinessNews Publishing : Summary: The Profit Zone: Review and Analysis of Slywotzky and Morrison's Book before purchasing it in order to gage whether or not it would be worth my time, and all praised Summary: The Profit Zone: Review and Analysis of Slywotzky and Morrison's Book:

The must-read summary of Adrian Slywotzky and David Morrison's book: "The Profit Zone: How Strategic Business

Design Will Lead You to Tomorrow's Profits". This complete summary of the ideas from Adrian Slywotzky and David Morrison's book "The Profit Zone" shows how it is generally acknowledged that the company with the largest share of the market will ultimately generate the greatest profits. However, Slywotzky and Morrison suggest that not all market share is created equal. In their book, the authors state that in any market, there will be one strategic area where the greatest amount of added-value for the customer will be created. Whichever company can dominate that key strategic area will generate the greatest profits. This summary explains how you can develop four business dimensions in order to place your company in the Profit Zone and ensure future success. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your business knowledge** To learn more, read "The Profit Zone" and find out how to tailor your approach and optimise your company's profits.