Value Magics: A Roadmap from Cost to Value

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VALUE MAGICS: A ROADMAP FROM COST TO VALUE

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McGraw Hill Education, 2013. Softcover. Condition: New. First edition. written from a practical point of view for the entrepreneurs in developing countries who are planning to venture into foreign markets. The authors highlight many cases where they have used the methodology for different SMEs and how they have benefitted . would be very useful in the core management disciplines.`---Sunil Ashra, Associate Professor and Chairperson, School of Energy Management,Management Development Institute, Gurgaon `ValueMagics gives a very good answer to the needs of any organization that guides SMEs into the challenging world of international markets.`---Pilar Lozano, Director of International Cooperation Proexport, Colombia `This book packs quite a punch, loaded as it is with leading edge thinking,clear examples, checklists and case studies from developed and developing economies . this book`s key value proposition is the model "The Magic Pallet",which forms the basis for a diagnostic tool-the SWAT analysis.`---Rajit Pal Singh, Managing Director, Reach Potential Consultants Pvt. Ltd `a refreshing handbook for small and medium sized enterprises that would like to enhance their value within the global value chain. . ValueMagics is based on "The Magic Pallet" and the "SWAT analysis", both practical and unique models and tools to develop and enhance competitive advantages.`---Rob van Eijbergen, Professor, University of Groningen,The Netherlands and the University of Stellenbosch, South Africa. The movement of a pallet from the source to the end is symbolic of the acceptable transaction that transpires between a buyer and a seller. But the definition of value differs for all stakeholders in the process. Demonstrating the connecting link between these differing perceptions, ValueMagics offers an approach that develops and enhances competitive advantages. The book is based on the innovative and pathbreaking model of `The Magic Pallet` that uses assumptions consistent with known facts and achieves a high level of goodness across myriad models....

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