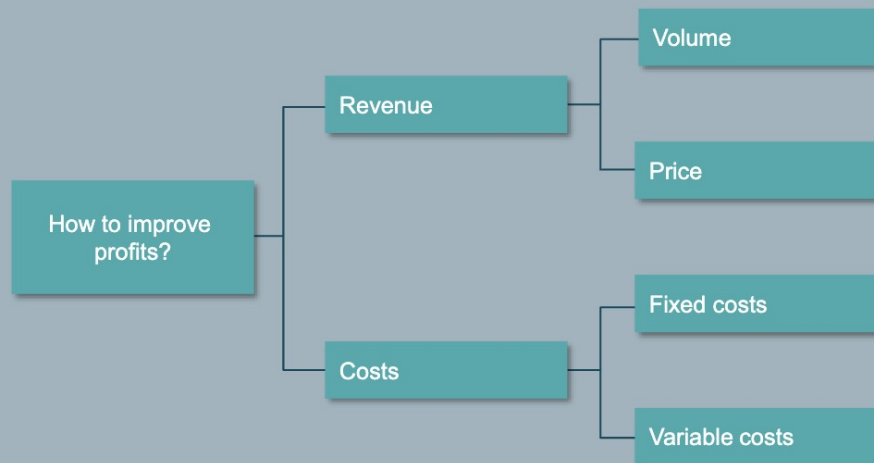
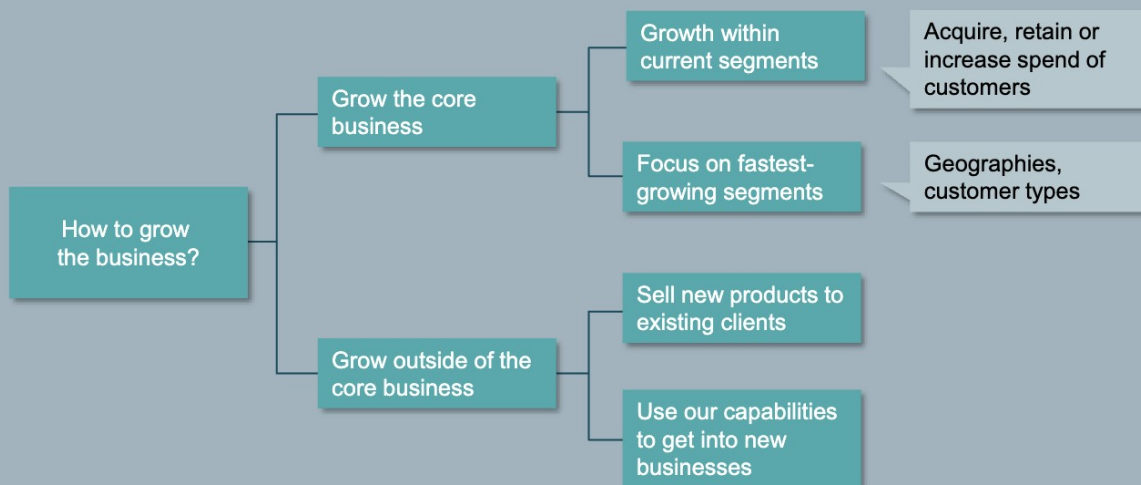


## 1. HOW TO IMPROVE PROFITS?

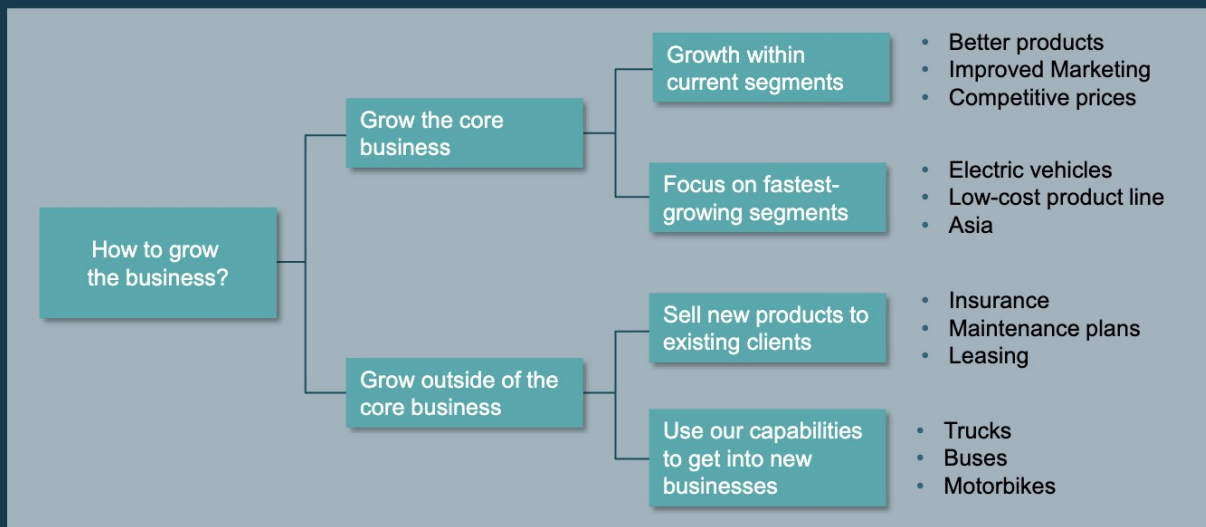


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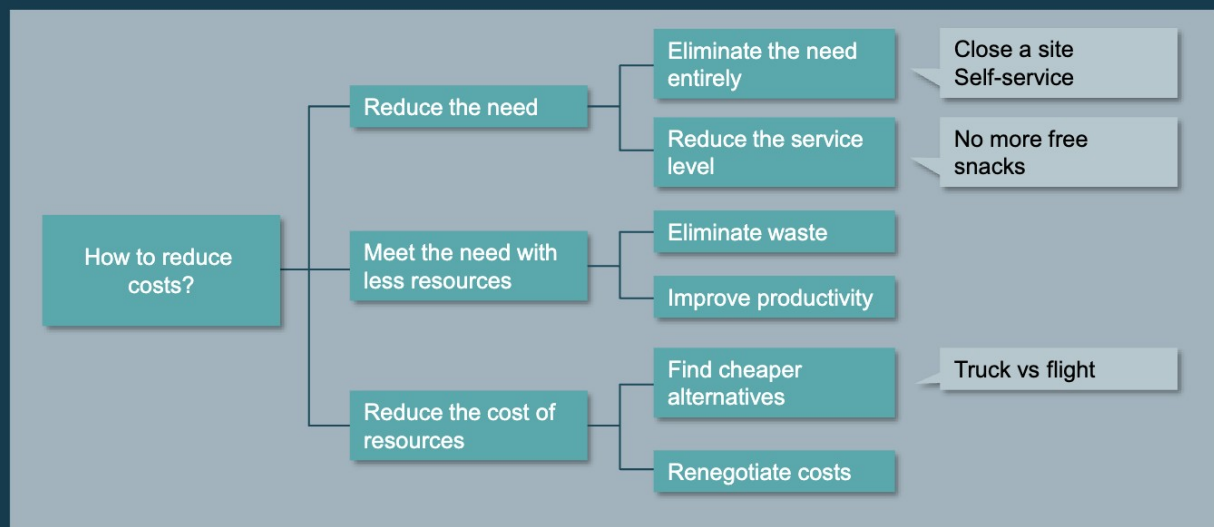
## 2. HOW TO GROW THE BUSINESS?



## 2. HOW TO GROW THE BUSINESS?



## 3. HOW TO REDUCE COSTS?



## 4. WHETHER TO ENTER A NEW MARKET?



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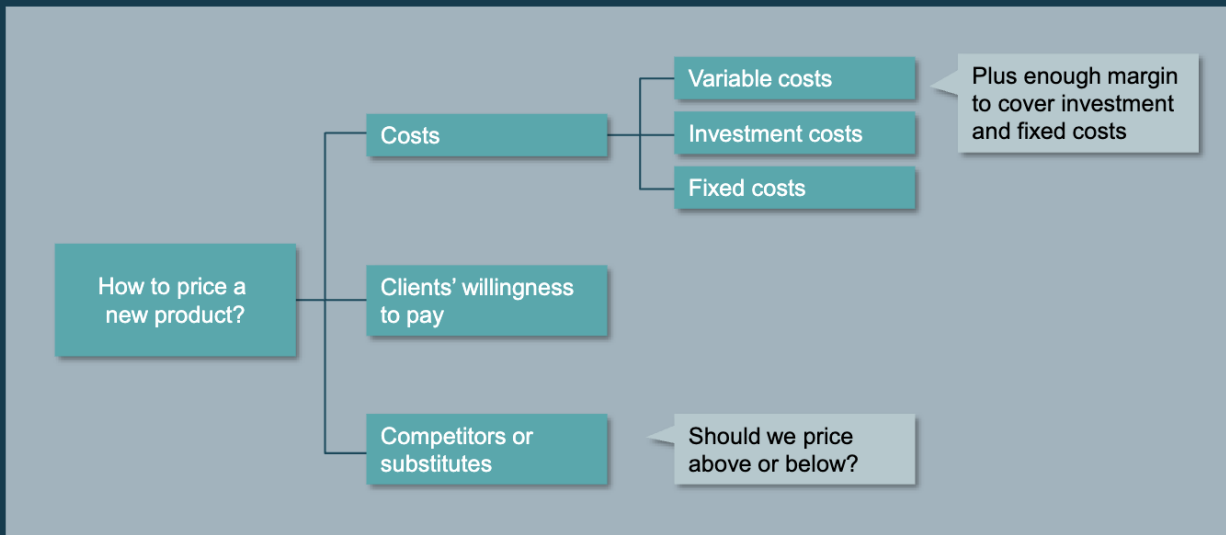
## 5. HOW TO LAUNCH A NEW PRODUCT?



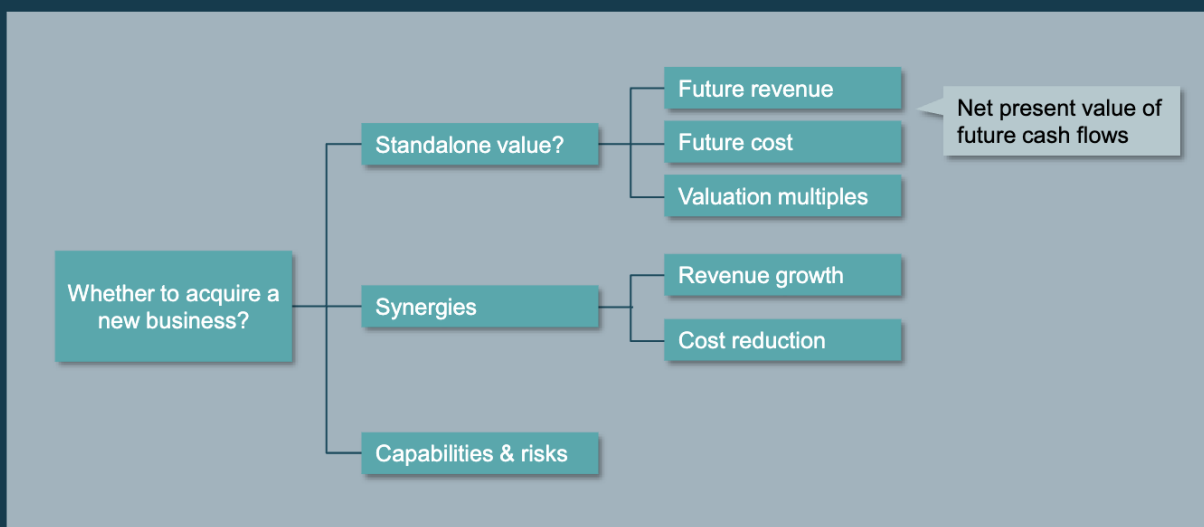
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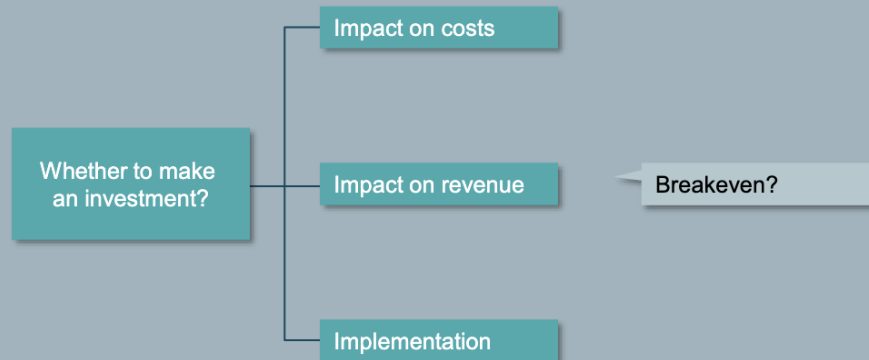
## 6. HOW TO PRICE A NEW PRODUCT?



## 7. WHETHER TO ACQUIRE A NEW BUSINESS?



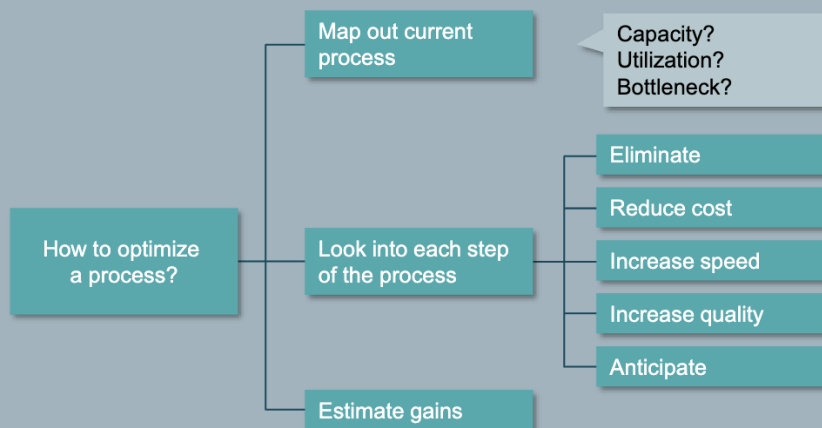
## 8. WHETHER TO MAKE AN INVESTMENT?



## 9. HOW TO RESPOND TO A COMPETITIVE THREAT?



## 10. HOW TO OPTIMIZE A PROCESS?



## AND SOME SECOND-ORDER DRIVERS TO THINK ABOUT

<b>Market</b>	Size and growth Geographies Customer segments Distribution channels	<b>Industry</b>	Competitors Profitability Key success factor Barriers to entry	<b>Macro</b>	Regulation Unions Technology Economy Political issues
<b>Customers</b>	Segments Preferences Purchasing decision	<b>Execution</b>	Skills Capital Brand Partners		
<b>Competition</b>	Market shares New entrants Substitutes				