

[20367001]



Accomplishing both will be a balancing act as challenging as riding a unicycle .

[20367015]

It is a problem common to small companies that have grown fast - especially when their success attracts big-time competitors .

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" The big word around Specialized is passion . " says Erik Eidsmo , a former ski-industry executive whom Mr. Sinyard recruited from Citicorp to run marketing and sales .

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" What I hope to bring to this is another word : process .

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That 's my challenge .

[20367019]

It 's Mike 's challenge as well .

[20367021]

" We had a lot of problems . " Mr. Sinyard says .

[20367022]

While the company 's sales were soaring , " We still had a system that was probably appropriate for \$ 10 million to \$ 20 million in sales . "

[20367024]

Since his arrival in May , Mr. Eidsmo has put in place techniques learned while working for Citicorp , such as management-by-objective , detailed project plans and forecasts of company sales and product trends .

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" You do n't want to lose the magic " of the company 's creative drive .

[20367028]

Hoping to stay ahead of the pack , the company is emphasizing innovation .

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At a recent trade show , convention-goers lined up to view a new Specialized bike frame that weighs just 2.7 pounds - a pound less than the lightest mountain-bike frame on the market .

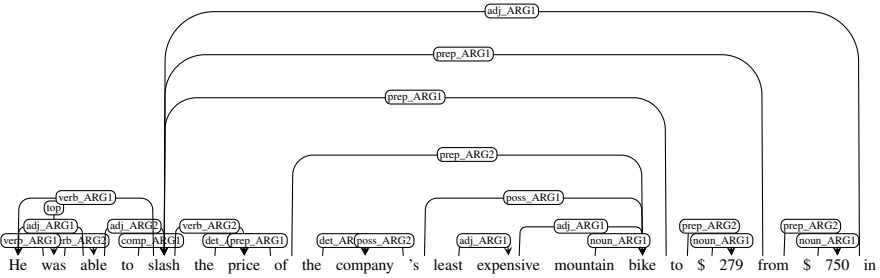
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At the trade show , Specialized also unveiled a revolutionary three-spoked bike wheel developed jointly by Specialized and Du Pont Co .

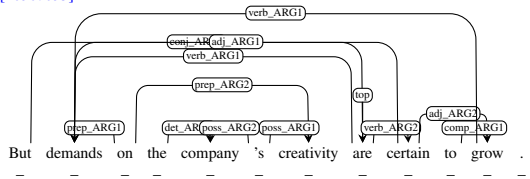
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It currently costs \$ 750 , though Mr. Sinyard thinks the price can be reduced within three years to between \$ 200 and \$ 250 .

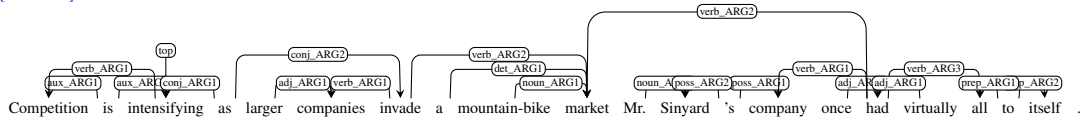
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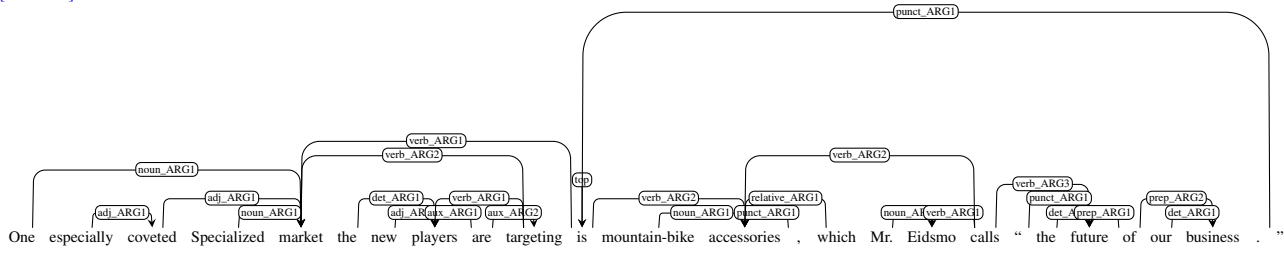
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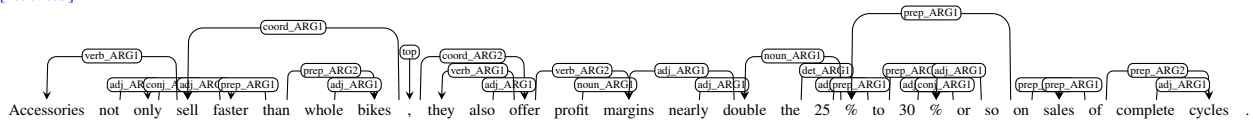
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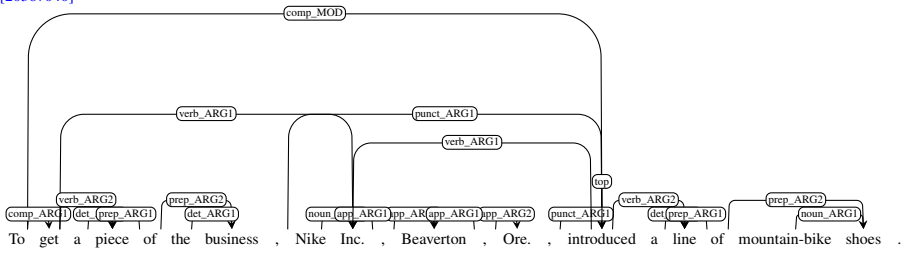
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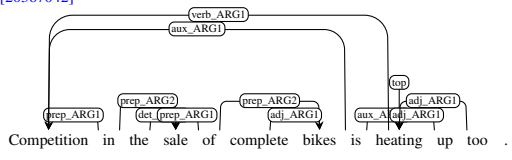
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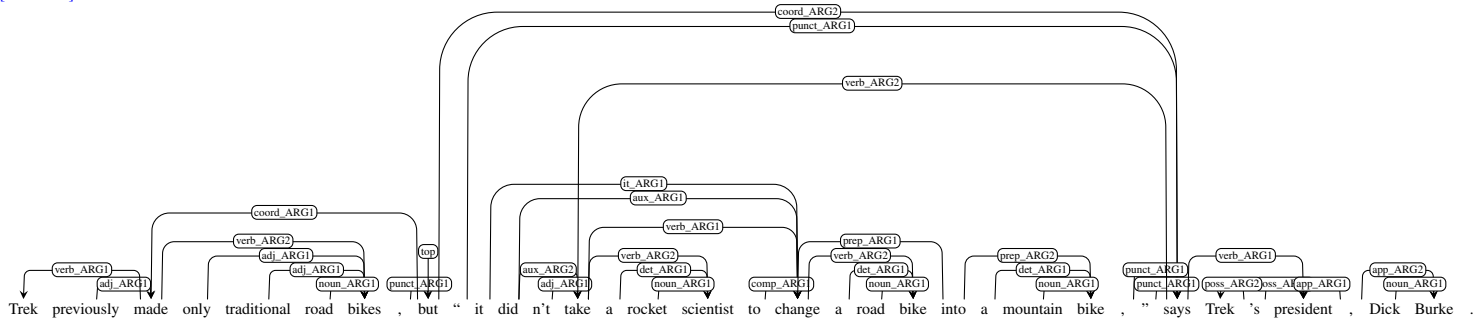
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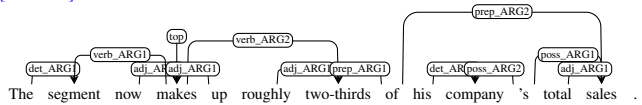
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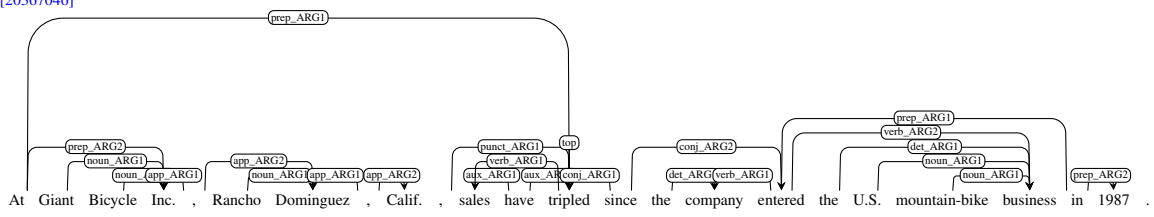
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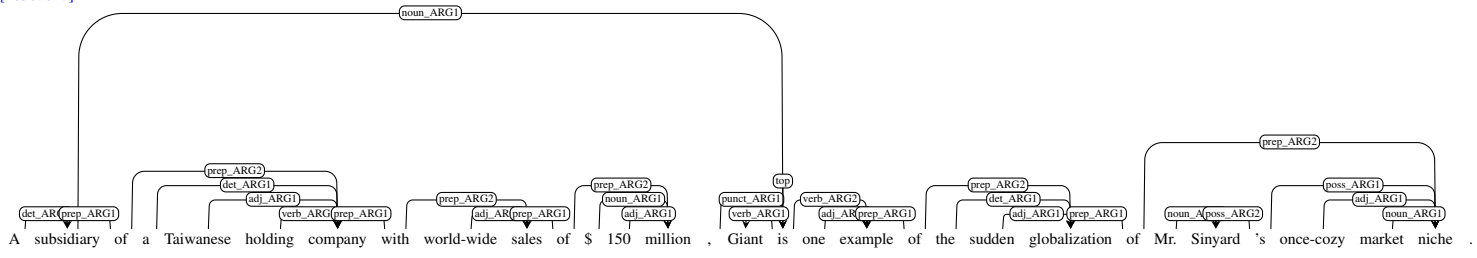
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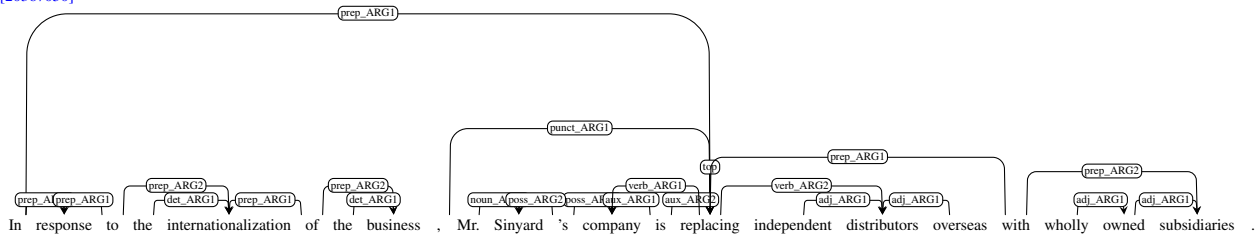
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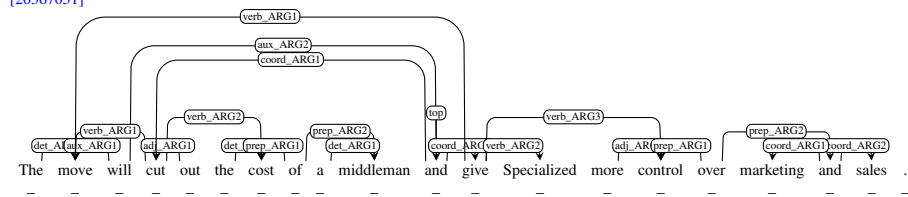
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