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Value Magics: A Roadmap from Cost to Value

By Hans Verhulst,Vinod Sharma

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...

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