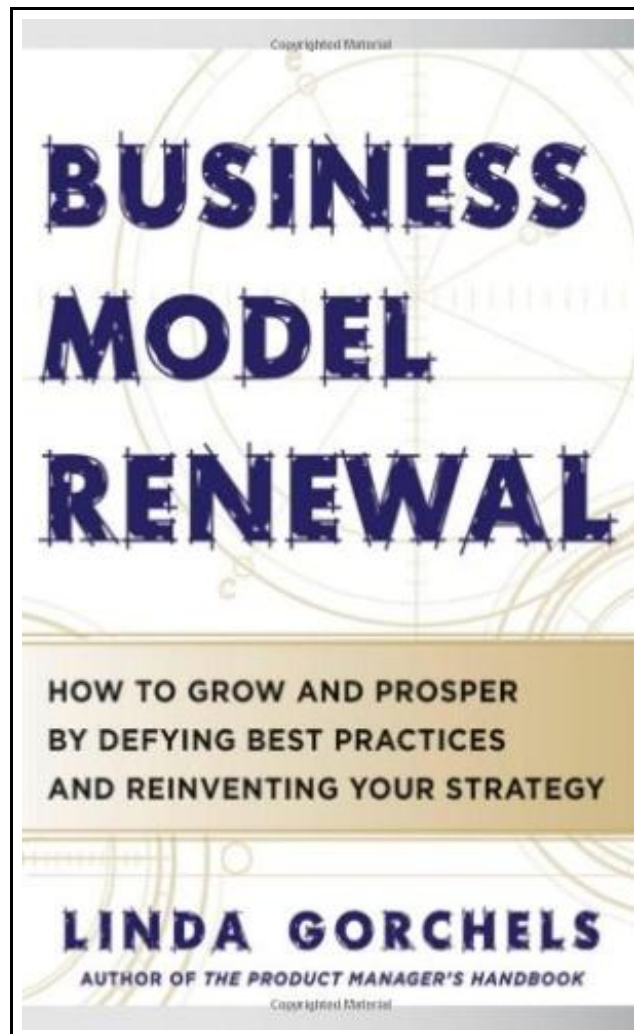


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(Prof. Damon Kautzer III)

BUSINESS MODEL RENEWAL: HOW TO GROW AND PROSPER BY DEFYING BEST PRACTICES AND REINVENTING YOUR STRATEGY



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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Business Model Renewal: How to Grow and Prosper by Defying Best Practices and Reinventing Your Strategy, Linda Gorchels, Forget "business as usual". Don't believe everything you read about "best practices". There is no "magic bullet". When your market changes, you have to change your strategy and take control of your own success. You have to renew your business model. In a global market that is constantly evolving, you can't expect "magic bullets" or "best practices" - or any stand-alone business philosophy that many books and gurus offer - to guide your company through good times and bad. Instead you need to take an active role in reviewing and retooling your strategies. You need to stop thinking "business as usual". You need "Business Model Renewal" - a groundbreaking book that provides a language and multiple frameworks for how to think about and implement business model reinvention. A full-range guide to synthesizing and applying the most up-to-date thinking in business today, "Business Model Renewal" challenges you to re-evaluate your methods, rethink your options, and reignite your organization. Constantly challenging the mindset of "tried and true" numbers-based solutions such as market share, financials, and metrics, Gorchels integrates both traditional concepts and cutting-edge ideas to avoid the usual "one size fits all" approach that can stifle a company's growth. You'll learn how to build a custom-made business model that encompasses the totality of how your company produces value - including design, infrastructure, culture, operations, and more. You'll learn how to adapt to newest emerging technologies, how to cope with the biggest market fluctuations, how to serve the latest demographic shifts, and how to plan ahead for your company's future. Envisioning business model renewal efforts drives leaders and managers to deal with the ambiguity of...

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