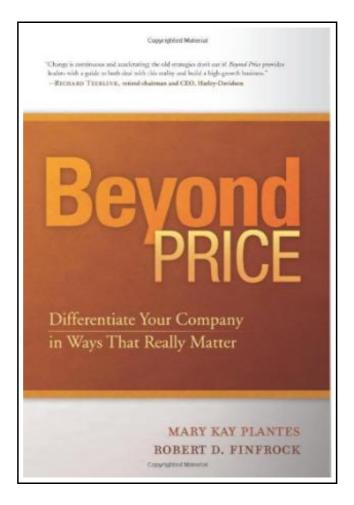
Beyond Price: Differentiate Your Company in Ways That Really Matter



Filesize: 4.39 MB

Reviews

These kinds of book is every thing and helped me hunting forward plus more. It is probably the most remarkable book we have read through. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Everett Stanton)

BEYOND PRICE: DIFFERENTIATE YOUR COMPANY IN WAYS THAT REALLY MATTER



Greenleaf Book Group LLC. Hardback. Book Condition: new. BRAND NEW, Beyond Price: Differentiate Your Company in Ways That Really Matter, Mary Kay Plantes, Robert D. Finfrock, Commoditisation is the gravitational force pulling competing products and services down to the same level, until price determines which company wins and loses customers. "Beyond Price" will teach readers how to innovate their business models to escape the gravity of commoditisation and price-driven competition. Business leaders will find immediate value in this systematic guide to transforming a company from one-of-many to one-of-a-kind, a company whose offerings competitors will find hard to copy and customers will feel excited to discover. A strategically differentiated business model, executed effectively, will create: customers willing to pay a premium for a product; Long-term relationships with customers and suppliers; a collaborative environment focused on shared goals of where and how to win business; faster decisions about how and when to pursue opportunities; and, better resource leveraging through clear direction and focus. A well-defined road map to building a thriving business, "Beyond Price" identifies and integrates all the areas of change, beyond strategy, leaders must address to break out of and stay out of commodity competition.



Read Beyond Price: Differentiate Your Company in Ways That Really Matter Online Download PDF Beyond Price: Differentiate Your Company in Ways That Really Matter

Related PDFs



DK Readers L1: Jobs People Do: A Day in the Life of a Firefighter

DK Publishing. Paperback / softback. Book Condition: new. BRAND NEW, DK Readers L1: Jobs People Do: A Day in the Life of a Firefighter, Linda Hayward, DK Publishing, This Level 1 book is appropriate for...

Read eBook »



Little Girl Lost: The True Story of a Broken Child

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, Little Girl Lost: The True Story of a Broken Child, Mia Marconi, The fourth in a series of true short stories from foster carer Mia Marconi. Kira...

Read eBook »



DK Readers L1: Jobs People Do: A Day in the Life of a Teacher (Paperback)

DK Publishing (Dorling Kindersley), United States, 2001. Paperback. Book Condition: New. American.. 224 x 150 mm. Language: English . Brand New Book. This Level 1 book is appropriate for children who are just beginning to...

Read eBook »



Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success

Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success, Eva M. Horn, Susan B. Palmer, Gretchen D. Butera, Joan A. Lieber, How...

Read eBook »



All My Fault: The True Story of a Sadistic Father and a Little Girl Left Destroyed

Ebury Publishing. Paperback. Book Condition: new. BRAND NEW, All My Fault: The True Story of a Sadistic Father and a Little Girl Left Destroyed, Audrey Delaney, 'I could see what he was doing to the...

Read eBook »