



Grab MORE Market Share: How to Wrangle Business Away from Lazy Competitors

By Ross Shafer

John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Grab MORE Market Share: How to Wrangle Business Away from Lazy Competitors, Ross Shafer, Although McDonald's tested the McCafe' concept--offering specialty coffee and smoothies--many years before the recession hit, the official launch took place in early 2009. Why? Because they knew that was when Starbucks' market share was most vulnerable. And, in early 2010, McDonald's raked in \$420m, not only stealing a staggering amount of business from Starbucks, but applying so much pressure that in 2009, Starbucks closed over 270 locations. If you want to grow in a slowly recovering economy, a stagnant economy, or even a declining market, your best and only plan is to steal market share from your competitors and to remain reactive to the market's needs. Grab More Market Share will teach professionals how not to settle for 1% growth. Ross' research uses rock-solid case studies that teach leaders to leverage the recovery to steal 10-15% market share from competitors. Ross alerts readers to the fact that they must leverage the culture (the public consciousness) to swing dollars towards their organizations. This same discipline will help professionals predict the next human behavior changes in buying habits.



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