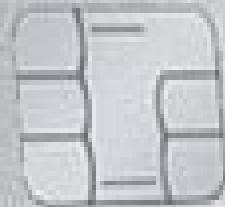


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201 Great Ideas for Your Small Business

Jane Applegate, 2011-05-03 Completely revised and updated edition of this very popular and successful small business book The first edition of 201 Great Ideas for Your Small Business was hailed by management guru and author Tom Peters as Brilliantly researched Brilliantly written A gem of priceless value on almost every page Read Inhale Absorb Great Stuff In this completely updated third edition of 201 Great Ideas for Your Small Business renowned small business expert and consultant Jane Applegate shares new powerful creative simple and proven approaches for building a better small business Details how business owners can use online marketing and social networking more effectively Offers timely strategies for thriving in challenging economic times Includes scores of real life success stories and all new interviews with small business owners experts and VIP s including Guy Kawasaki Kay Koplovitz and Michael Bloomberg It may be small but your business is a big deal to you your customers and employees 201 Great Ideas provides lively practical strategies to help you manage grow and promote your business

Compete Smarter, Not Harder William Putsis, 2013-11-04 How to compete in the right space for greater profitability and growth The Internet mobile technology the ubiquity of information and the availability of big data have dramatically increased the speed and impact of success and failure Companies today know that they must be competitive but precisely where and more importantly how to compete is not always easy to identify until now Compete Smarter Not Harder explains how to prioritize market opportunities so that a company s strengths in one area can be leveraged across multiple markets Using cutting edge academic research and extensive industry practice author William Putsis outlines the strategic decisions needed to determine which space provides the best margins overall profitability and growth potential Details a step by step process for strategic prioritization from strategic market selection to the tactics of execution providing competitive advantage across markets Written by Doctor William Putsis a professor of marketing economics and business strategy at the University of North Carolina at Chapel Hill who has consulted and led executive development efforts with leading companies throughout the world Prioritize with conviction Make absolutely sure that all of your hard work goes toward the right space

Business Week , 1999 **Out** , 2004-06 Out is a fashion style celebrity and opinion magazine for the modern gay man

Black Enterprise , 2007-02

Vanity Fair , 1928

Islands Magazine

,2003-11 **Competitive Success** John A. Davis,2010-02-15 Competitive Success How Branding Adds Value explains how companies can realize substantial competitive advantages and gains in financial and perceptive value if they develop a brand centric philosophy It describes the latest brand frameworks emphasizing their practical applications The book presents a comprehensive review of the entire brand spectrum including Brand strategy Implementation Customer brand insight Resource allocation Performance measurement Playbill ,2006 *Business 2.0* ,2007 **Travel & Leisure** ,2007
 Newsweek ,2006 **Business Today** ,2007 **The New York Times Magazine** ,2006 *Oncology* ,2004 **Food & Wine** ,2008 *New York* ,2010 *Details* ,2006 **Architectural Digest** ,2007-03

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