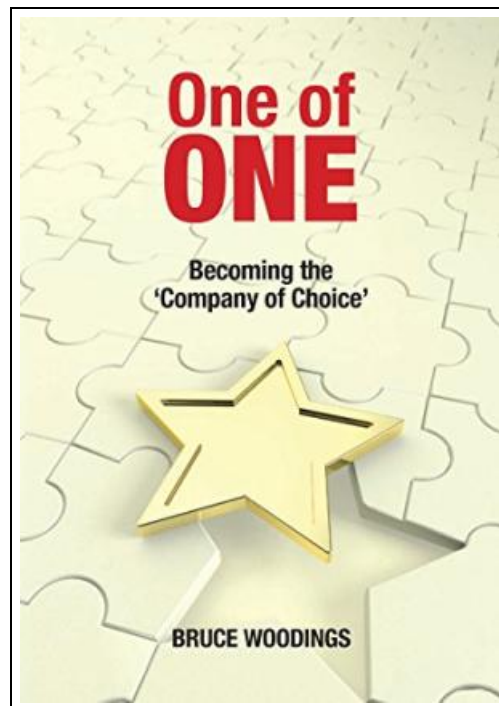


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Reviews



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(Prof. Erin Larson I)

ONE OF ONE - BECOMING THE COMPANY OF CHOICE: A MODULAR APPROACH TO ACHIEVING DIFFERENTIATION (PAPERBACK)



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The Choir Press, United Kingdom, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Confronting an unpredictable business climate and ever-changing marketplace presents a monumental challenge for businesses to maintain their competitive edge. The rate of technology change further impacts the timely development and modification of business strategy. Methods based on historical data to predict the future have been rendered insufficient for establishing the company's strategy, especially for start-up, small and medium sized business, not-for-profit and public sector organizations which may have limited access to hands-on business experience. One of One, Becoming the Company of Choice, introduces the most powerful way to differentiate your company by using its structured approach for establishing the best way to improve your success. Employing a series of implementation modules, you tailor-make a strong business foundation using proven concepts based on what is already working, aligning the organization's strengths to achieve a value driven competitive and agile advantage. Additionally, you will discover hidden insights on how to best offer differentiated solutions to assure your customers achieve their goals. Benefits achieved by implementing the techniques presented in One of One are; - realization of your core business purpose, areas of business focus and its vision for success (Future Perfect); - awareness of your value discipline and how to best offer value-driven solutions to achieve your customer's expectations; - appreciation of your company's strengths and improved assessment of the competitors offerings; - understanding of how to optimize the delivery value chain; - transitioning the organization towards a differentiation mindset; - implementation of action plans to achieve strategic goals; - applying the Business Success Rating Scale to assess your market differentiation and to maintain the organization's continuous improvement culture. So begin the Differentiation Journey by aligning your organization...

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