

Sharkonomics: How To Attack Market Leaders - Stefan Engeseth

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Sharks are nature's most revered and feared killing machines. But if you study the behaviour of sharks, you will learn they are also highly strategic and efficient in the way they survive and thrive in nature's competitive environment. Inspired by the shark's evolved (over 420 million years) instincts and strategic moves, this book provides businesses with 10 ways on how to attack the market leaders, and take market share, in your sector. "Move or Die", "Strike Unpredictably", "Timing is the Key", "Develop a Sensory System", "Hunt in Packs", "Locate the Blind Spots to Attack" - these are some of the key ways to make shark food out of market leaders. Sharkonomics provides an inspiring perspective on competing in business and how companies of any size can create a presence for themselves in their market. Author: Engeseth, Stefan Publisher: Marshall Cavendish Illustration: N Language: ENG Title: Sharkonomics: How to attack market leaders Pages: 00176 (Encrypted EPUB) On Sale: 2012-04-01 SKU-13/ISBN: 9789814346344 Category: Business & Economics : General

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