

《CAPTURING NEW MARKETS: HOW SMART COMPANI(ISBN=9780071767446)》

书籍信息

版次：1

页数：260

字数：

印刷时间：2011年12月01日

开本：16开

纸张：胶版纸

包装：精装

是否套装：否

国际标准书号ISBN：9780071767446

内容简介

ARE YOU READY FOR THE FUTURE?

New markets have powered the greatest business successes in history, from Standard Oil to Facebook. How can you discover and pursue new markets to make your business thrive?

In *Capturing New Markets*, world-renowned business strategist Stephen Wunker argues that the first step is to stop applying traditional formulas of success and understand the unique dynamics in fast-changing new markets. He guides you through the process of creating counterintuitive strategies, such as treating competitors as collaborators, timing market entry, and targeting narrow niches before big customer segments.

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