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Capturing New Markets: Discover How Smart Companies Create Opportunities Others Don't

By Stephen Wunker

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Capturing New Markets: Discover How Smart Companies Create Opportunities Others Don't, Stephen Wunker, 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. Whether you work for a huge corporation or for yourself, Capturing New Markets helps you find new sources of growth. Based on Wunker's groundbreaking work with Clayton Christensen-the Harvard Business School legend who coined the term "disruptive innovation"-plus Wunker's extensive experience in the trenches, this practical and fascinating guide shows how companies: identify, create, and dominate new markets; avoid the pitfalls of commodization and find new ways to grow; and develop and sustain new sources of growth into the future. Drawing on dozens of case studies...

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