MarketBusting: Strategies for Exceptional Business Growth [1]

In this article Rita Gunther McGrath and Ian C. MacMillan look at business propositions that increase profitability if implemented successfully. The main idea discussed is "redefining your business's profit drivers". This includes looking at the units you sell and redefining your sales and billing practices. In turn this is a low cost low risk process that adds value to your business and leaves your competitors straining to keep up. If done well, this aggressive business change can create an entrance barrier allowing your newly defined business to be more profitable longer. Not only does this article discuss "redefining your business's profit drivers", but it lays out a process making it possible to successfully utilize this strategy.

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