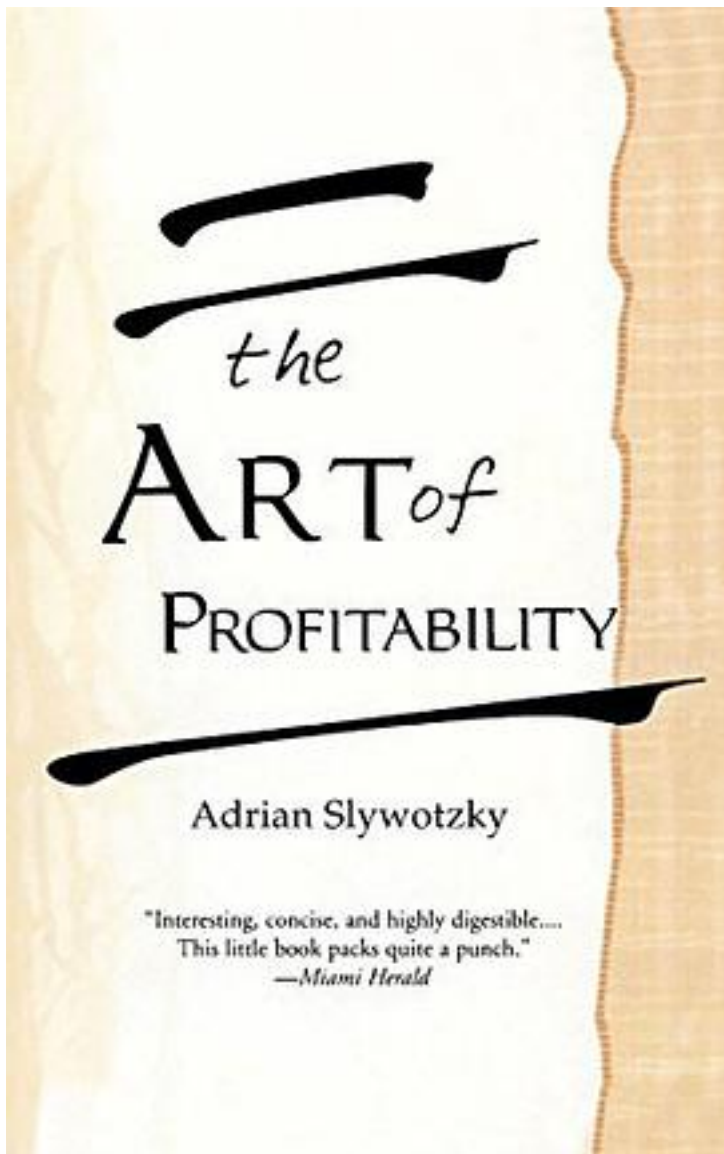


The Art of Profitability



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What do Barbie dolls, Nokia phones, and American Express credit cards have in common? They all represent a powerful business model called pyramid profit. How about Intel, Microsoft, and Stephen King? They all exploit another model called value chain position profit. THE ART OF PROFITABILITY reveals the invisible but important governing principles that can mean the difference between business failure and success. Writing with wit and provocative insight, bestselling author Adrian Slywotzy tells the story of eccentric strategy teacher David Zhao and his young student. Each of the book's twenty-three chapters presents a lesson from the exuberant and always challenging master-and a profit paradigm that will open your mind to the many ways to make profit happen. You'll understand-from a different perspective-how your company and your competitors generate profit...which business models can be best applied to your profit-making strategy...what specific actions your organization can take in the next ninety days to improve its bottom line...and more. With scores of examples from today's global marketplace, a weekly assignment, and an eclectic business reading list ranging from Obvious Adams to Einstein's Dreams, THE ART OF PROFITABILITY invites anyone in business to engage in the lively exchange between mentor and protege. Enter the classroom. Discover the art. And learn which form of profitability will help your company succeed today and grow tomorrow.

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