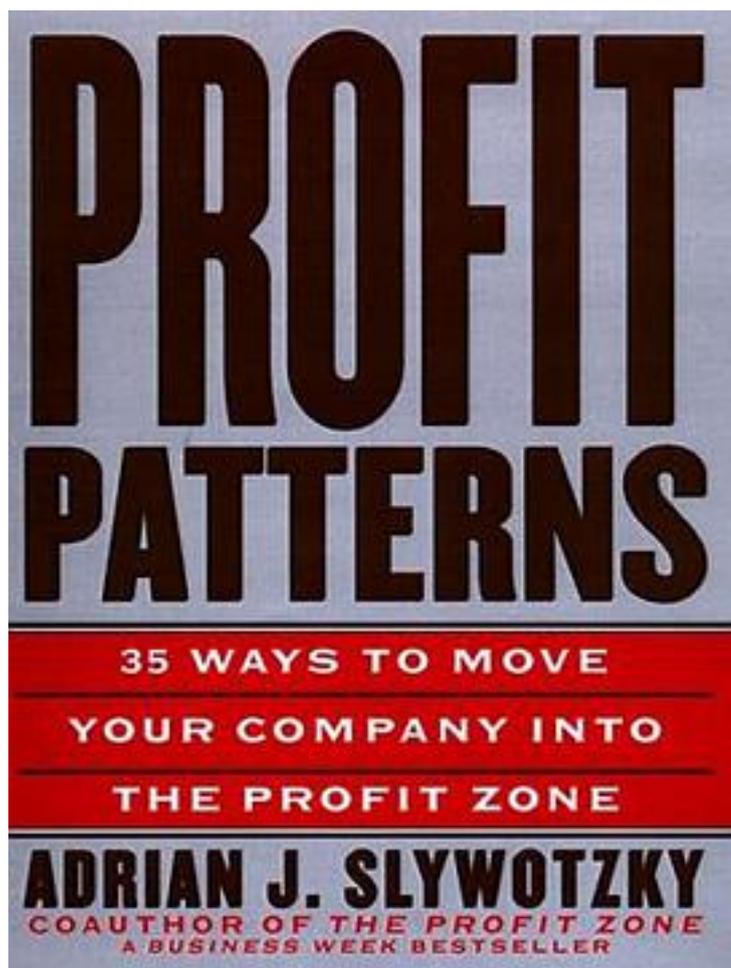


# Profit Patterns



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Picasso changed the way we look at art. Profit Patterns will change the way we look at business. Picasso's work reflected the social and technological changes that swept

through the early twentieth century. Equally pronounced changes are sweeping through today's business landscape, often at breathtaking speed.

Profit Patterns provides a powerful discipline to see order beneath the surface chaos. Pattern thinking helps entrepreneurs, managers, investors, and key talent anticipate the likely direction of changes even before they happen. It reveals the economic meaning of these changes and provides the tools to capitalize on them.

Based on groundbreaking research into over two hundred companies in forty industries, from major industrial firms to upstart competitors, Profit Patterns contains a set of ideas and action steps that can be taken by you and your team. Here's a sampling of what you'll find:

Practical STRATEGIC ideas:

Strategic Anticipation--the ability to "get it," to spot an emerging opportunity and chart a path there before the competition does.

Polarization--the winner-takes-all game, and why it's spreading to more and more industries.

Mindshare--the importance of seizing and holding on to the attention of key customers, investors, and talent.

Thirty Patterns:

A repertoire of moves and countermoves to help you understand and exploit the forces changing your industry. This knowledge base of patterns will allow you to harness the strategic learning of the past two decades, eliminating the need to create strategies from scratch.

In-Depth Examples:

How Cisco Systems, Honeywell, Capital One, SAP, Staples, Nokia, Dell Computer, Amazon.com, and Bang & Olufsen detected patterns in their industries and put them to work and, in many cases, developed an almost insurmountable lead over their competitors.

A Workbook:

An aid to launching your own process of responding to change.

In today's turbulent and discontinuous business world, it's no longer useful to analyze your industry in static, conventional ways. Profit Patterns provides the means to act before the ground shifts beneath you once again. It is the mental operating system for winning when the rules of the game change with such great frequency.

作者介绍:

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评论

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