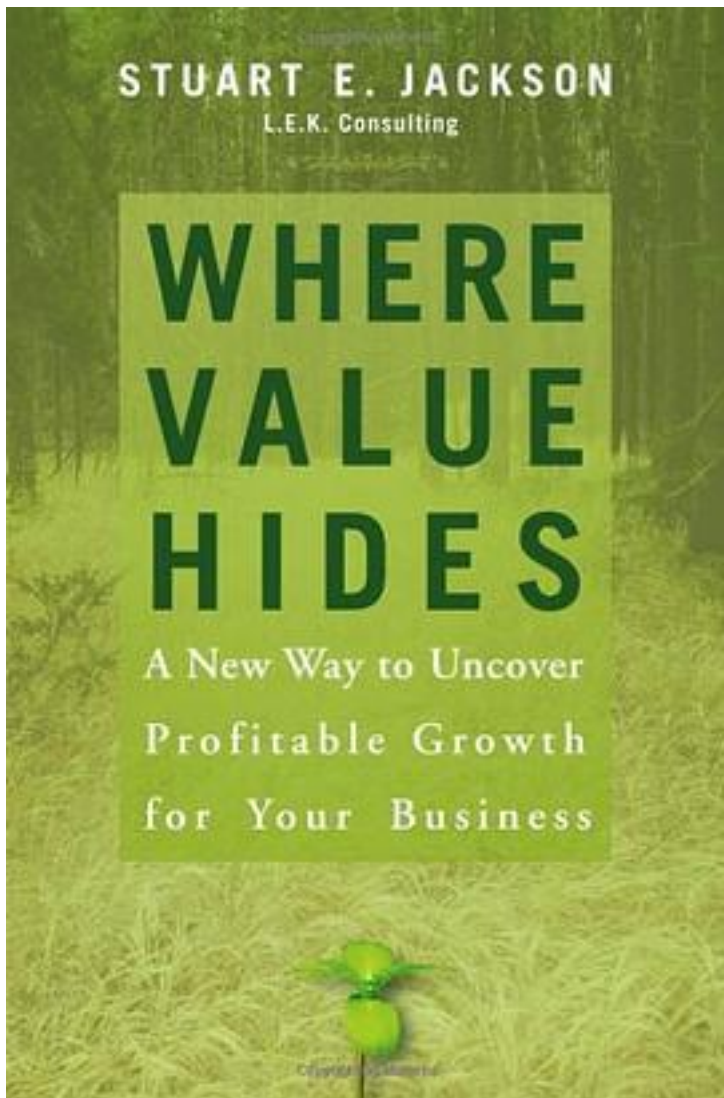


Where Value Hides



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Where Value Hides introduces the Strategic Market Positioning theory, which accurately reveals a company's true health based on factors like market share. SMP helps your business define its markets, measure the real value of those markets, and correct bad assumptions. This book uses real-life examples to explain how to use SMP to directly and positively impact corporate health and profits.

Why do some companies succeed while others fail? How come some seemingly far-fetched business ideas outperform ideas that look like sure things? Is there a trend or pattern that can determine the fate of a business? Stuart Jackson answers all of these questions in Where Value Hides, and reveals what makes some companies soar while others suffocate.

Where Value Hides introduces Jackson's "Strategic Market Positioning" (SMP) theory, which combines principles of customer preference, producer economics, and corporate finance to reveal an accurate picture of a company's health. SMP helps businesses define their markets, measure the real value of those markets, and correct the bad assumptions that lead to misguided growth strategies. Where Value Hides shows business leaders how to devise their company's SMP and explains how market share directly impacts corporate profitability.

Once you understand the fundamentals of SMP, you can apply it to any business venture for profitable growth. Jackson explains the best way to collect data and insight to map out a company's SMP. Moreover, he shows how to use SMP to stimulate a business with stagnant growth or tap into hidden yet profitable markets.

Using real-life examples, Jackson shows how SMP makes business success predictable and transparent. With SMP you'll be able to run a smart business with confidence, based on real and accurate calculations of your market position and its value. Whether you work for a small business, a mid-sized company, or a large corporation, Where Value Hides will give you a clear strategy for profitable growth and give you the tools you need to lead your company to success.

作者介绍:

斯图尔特·杰克逊先生是L.E.K. (艾意凯) 咨询的全球执行合伙人。他曾向制造业、消费品、医疗产品等行业的上百家企业提供过咨询服务。这些企业均获得了快速的增长, 提升了利润空间, 扩大了产品线和服务, 累计完成了上百次的并购交易——所有这些都不同程度上得益于杰克逊先生的建议和管理思想。斯图尔特杰克逊先生毕业于剑桥大学伊曼纽尔学院和欧洲工商管理学院 (INSEAD) 。

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评论

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书评

本书本质上是通过财务分析来支持公司决策，也就是通常意义上的战略财务。战略市场定位最重要的是识别公司产品或服务在细分市场的占有率，之后则是利用财务数据来分析评估公司的战略市场定位的强弱。在过程中，强战略市场地位可以通过对标改善业绩，追随战略之效果立竿见影。 ...

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