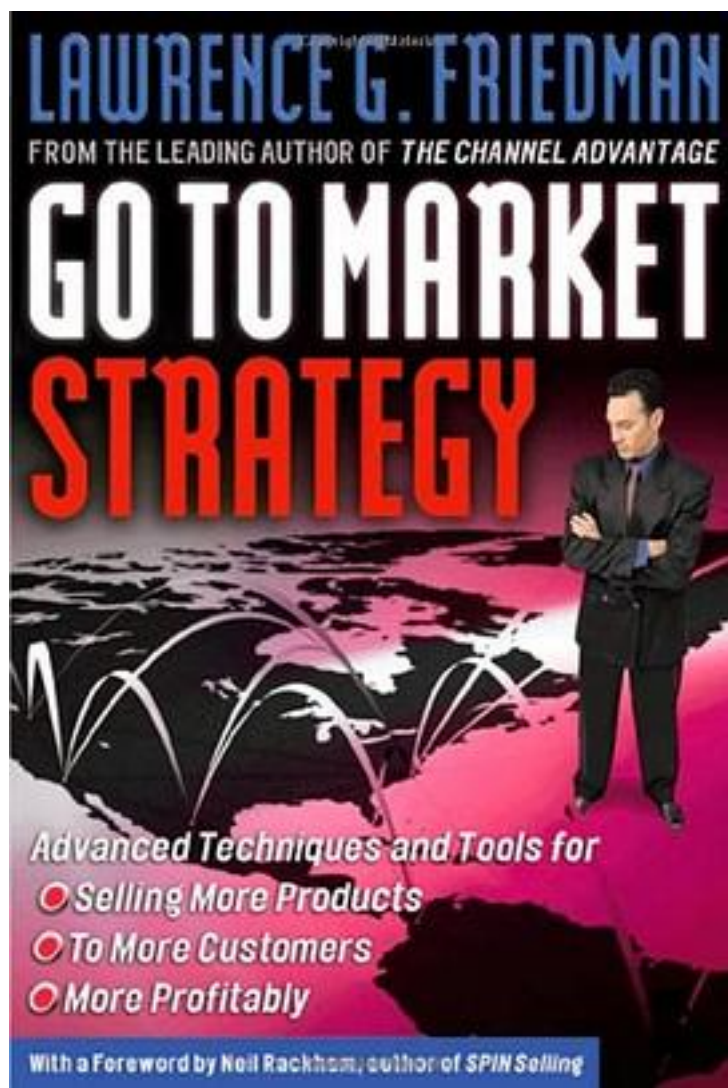


# Go To Market Strategy



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出版者:Butterworth-Heinemann

出版时间:2002-07-02

装帧:Hardcover

isbn:9780750674607

In this path-breaking new book, best-selling author and leading go-to-market strategist Larry Friedman provides a practical and battle-tested approach for taking products, services, divisions, or even an entire company to market! Drawing on dozens of examples and best-practices across a variety of industries, "Go To Market Strategy" lays out a clear and actionable blueprint for building a winning go-to-market plan - one that will enable you to do more business, with more customers, more often, and more profitably. In this book, you'll find all of the techniques and tools you need to answer today's crucial go-to-market questions: Which markets offer the best opportunities for profitable growth? What do my target customers need? How can I do a lot more business with them? What mix of channels and partners will help me reach and sell to the most customers at the lowest possible cost? Do I have the right product or solution? How can I create broader customer interest in my offerings? Do I have a winning value proposition? And, what would make the 'message' more compelling - and drive more purchasing activity? "Go To Market Strategy" is not about incremental change. As Friedman points out, it is for executives seeking nothing less than double-digit revenue growth and the slashing of at least 10-15 percent of selling costs - absolutely realistic results that go-to-market innovators have consistently achieved. This book lays out all of the techniques used by the world's top go-to-market leaders, so you too can achieve those kinds of results, and gain a real go-to-market competitive advantage in your markets. New thinking from the author of "The Channel Advantage" offers: ready made go-to-market strategic planning for any organization; and practical advice and a revolutionary strategic approach to creating and retaining customers using new technologies and new channel mixes for faster, more efficient routes to market.

作者介绍:

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# 书评

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