

Chaotic Markets

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**Thriving in a World of
Unpredictability**

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There is no doubt that the business environment has become increasingly unpredictable. Yesterday's market leaders become tomorrow's has-beens; upstarts take on established giants; customers flock to new technologies while demanding old-fashioned customer service; and, of course, the Internet and the forces of globalisation are accelerating the pace of change. Learning how to survive - and thrive - in this environment is of utmost importance for any company that intends to stay in business. Drawing from decades of research, teaching, and consulting in the fields of marketing and strategy, the author demystifies these chaotic forces, identifying the pressures on business that create uncertainty, but also the potential for innovation for those who recognise opportunities to strengthen their competitive position. Featuring dozens of illustrative examples, of both winners and losers, the author shows readers how to turn market chaos and uncertainty to their advantage. Concluding each chapter with a series of questions designed to help readers apply the book's principles in their own organisations, the author demonstrates how to detect changes in market conditions early, uncover latent customer needs, create new products and services, and maintain a competitive edge. It shows business leaders, managers, and entrepreneurs how to anticipate the future; and includes dozens of examples from companies big and small, successful and failed. Every chapter concludes with a series of questions to engage the reader in the concepts and principles.

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