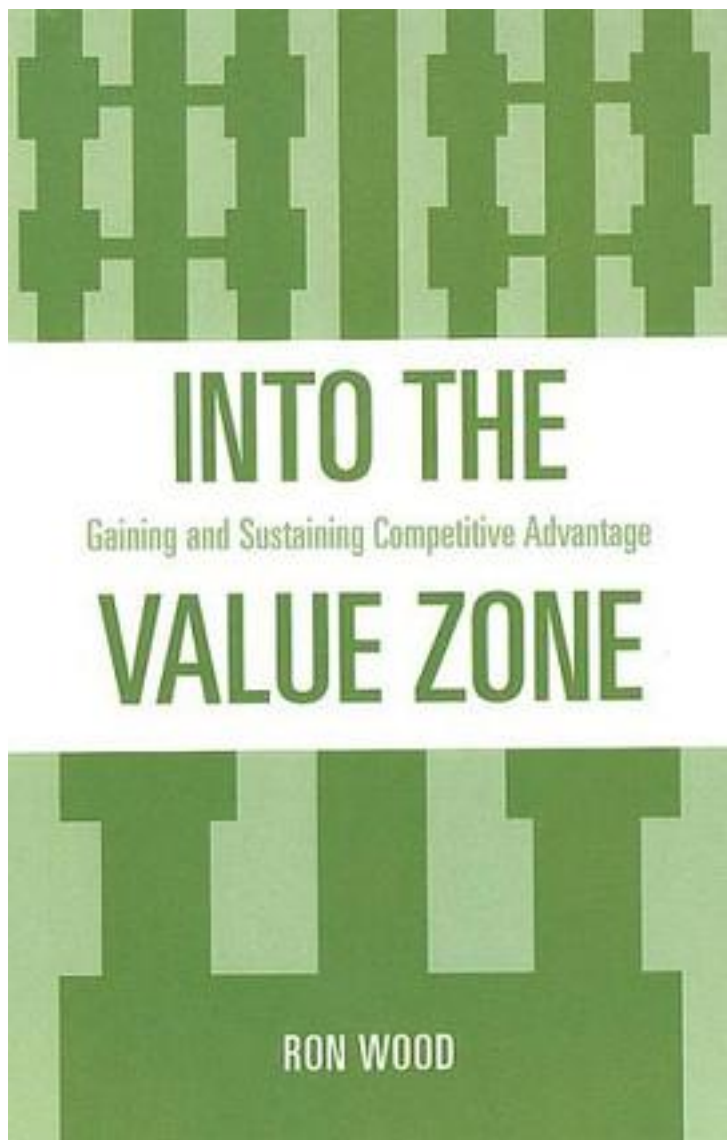


Into the Value Zone



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Into the Value Zone provides business leaders with an uncomplicated approach to evaluate their own company and the competition. Professor Ron Wood explains strategies that will help managers to create and execute initiatives that achieve sustainable results with enduring value for their clients and to manage their company's assets with efficiency. Professor Wood outlines a concise business model for managers that highlights market trends, uncovers the impact of new technologies, and enables them to see their company's placement against the competition in The Big Picture.

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