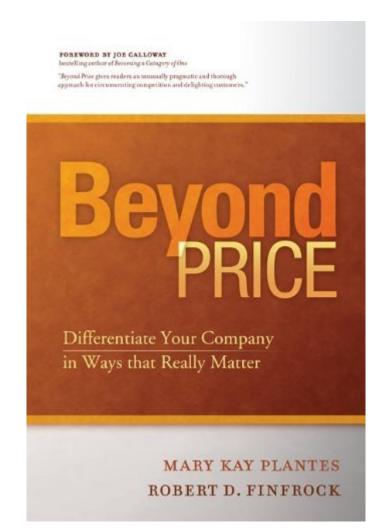
## The book was found

# **Beyond Price**





### **Synopsis**

Commoditization is the gravitational force pulling competing products and services down to the same level, until price determines which company wins and loses customers. Beyond Price will teach readers how to innovate their business models to escape the gravity of commoditization and price-driven competition. Business leaders will find immediate value in this systematic guide to transforming a company from one-of-many to one-of-a-kind, a company whose offerings competitors will find hard to copy and customers will feel excited to discover. A strategically differentiated business model, executed effectively, will createâ ¢Customers willing to pay a premium for a productâ ¢Long-term relationships with customers and suppliersâ ¢A collaborative environment focused on shared goals of where and how to win businessâ ¢Faster decisions about how and when to pursue opportunities â ¢Better resource leveraging through clear direction and focusA well-defined roadmap to building a thriving business, Beyond Price identifies and integrates all the areas of change, beyond strategy, leaders must address to break out of and stay out of commodity competition.

#### **Book Information**

File Size: 1341 KB

Print Length: 224 pages

Publisher: Greenleaf Book Group LLC (October 1, 2008)

Publication Date: October 1, 2008

Sold by: A Digital Services LLC

Language: English

ASIN: B0097K92Q2

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #601,811 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #196 in Books > Business & Money > Marketing & Sales > Marketing > Product Management #3015 in Books > Business & Money > Management & Leadership > Systems & Planning #29733 in Kindle Store > Kindle eBooks > Business & Money

#### **Customer Reviews**

I didn't like this book at all. It apparently aims to be a fully-inclusive treatise on business model generation and strategy implementation but precisely because of this objective, it fails to be good in any one specific subject. It is not good on business model formulation. Since it is not good and shallow on that issue, the implementation part becomes irrelevant because the book title focuses it on differentation rather than strategy implementation. Theory wise the book has nothing new to say. It is a patchwork of ideas from Prahalad&Hamel, Zook, Porter etc. and has no sound theoretical infrastructure. There are much better books on business model gerenartion like Seizing the White Space, Business Model Generation, Game Changing Strategies. This one cannot compare to the quality of those other business model innovation books. The book lacks enlightening examples. The only detailed examples it has either belong to the architectural company of one of the authors' or some virtual examples like 'David's company' or 'John's Company'. There is no way to tell whether these are true stories or fictional creations. Whatever the truth is the examples are far from being illuminating and lack strategic detail. One wishes to see examples from known companies so that it becomes easy to relate to. The book is weak in depth. It is more like a cookbook where there are recipes for each one of the eight steps which the authors built their business model generation and implementation model on. In each step there are endless questions which they reccommend the companies to study through. If a company takes their approach, they will end up having no time left for their current business as the number of questions that they have to answer is countless.

#### Download to continue reading...

Charts Don't Lie: 10 Most Enigmatic Price Behaviors in Trading: How to Make Money Exploiting Price Actions (Price Action Mastery Book 2) Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures Fisher-Price Little People: Let's Imagine at School! (Fisher Price Lift the Flap) Kovels' Antiques & Collectibles Price Guide 2016 (Kovels' Antiques & Collectibles Price List) 2012 Davenport's Art Reference & Price Guide (Davenport's Art Reference and Price Guide) The Official Blackbook Price Guide to United States Paper Money 2013, 45th Edition (Official Blackbook Price Guide to U.S. Paper Money) Tomart's Price Guide to Hot Wheels Collectibles (Price Guide Series) Beckett Racing Collectibles and Die-Cast Price Guide (Beckett Racing Collectibles Price Guide) Madame Alexander 2010 Collector's Dolls Price Guide #35 (Madame Alexander Collector's Dolls Price Guide) Kovels' Depression Glass and Dinnerware Price List, 8th edition (Kovels' Depression Glass & American Dinnerware Price List) Baseball Card Price Guide (Beckett Baseball Card Price Guide) The Official Beckett Price Guide to Baseball Cards 2010, Edition #30 (Beckett Official Price Guide to Baseball Card) Price Action Breakdown: Exclusive Price Action Trading Approach to Financial Markets Right College, Right Price: The New System for

Discovering the Best College Fit at the Best Price Beyond Price Creative Lettering and Beyond: Inspiring tips, techniques, and ideas for hand lettering your way to beautiful works of art (Creative...and Beyond) Beyond the Basics: Mosaics (Beyond the Basics (Sterling Publishing)) Creative Doodling & Beyond: Inspiring exercises, prompts, and projects for turning simple doodles into beautiful works of art (Creative...and Beyond) Once Beyond a Time - A troubled family, missing child, and a "house beyond time." Wilson Coca Cola Price Guide

<u>Dmca</u>