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Franchising: Proven Techniques for Rapid Company Expansion and Market Dominance

Seltz, David D.

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Branchising Proven Techniques For Rapid Company Expansion And Market Dominance

Cynthia C. Ryans



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or how your customers do business in ways that dramatically boost performance Anticipate or exploit industry shifts Capitalize on changes before competitors do Create a new market space Trigger the emergence of a new market Every marketbusting move is illustrated in practice through vivid company examples including cautionary tales that alert you to potential pitfalls you may encounter Action oriented tools and checklists provide concrete guidance in finding opportunities across your own business platform executing your chosen move successfully and exploiting new opportunities to maximize their bottomline impact The book also provides guidelines for avoiding common implementation challenges and for developing the organizational alignment needed to smooth execution New opportunities for explosive growth are waiting to be unleashed MarketBusters is the field guide you need to develop a reliable robust approach to fueling continuous profitable growth

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