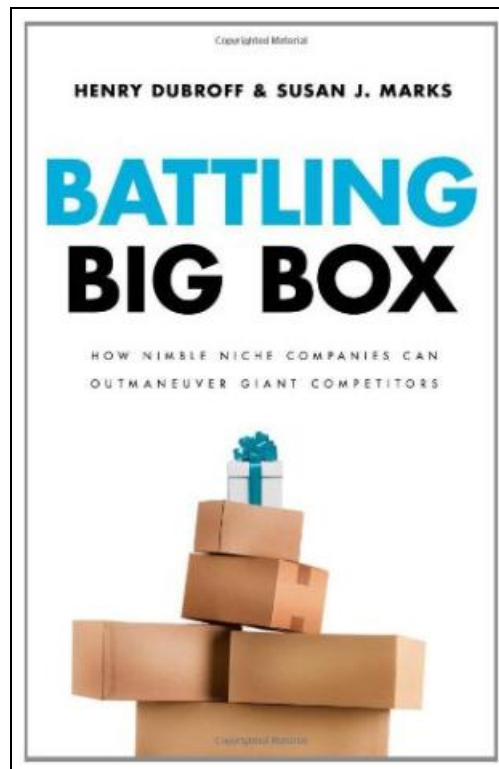


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Reviews

Comprehensive information! Its this sort of very good read through. This is certainly for all those who statte that there was not a worthy of studying. Your daily life period will likely be convert as soon as you total reading this publication.

(Candace Kling)

BATTLING BIG BOX: HOW NIMBLE NICHE COMPANIES CAN OUTMANEUVER GIANT COMPETITORS (PAPERBACK)



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Career Press, United States, 2009. Paperback. Condition: New. Original. Language: English . Brand New Book. Turning any small business into a success is tough. Doing so in a market crowded with Wal-Mart-sized competitors seems challenging, to put it kindly. Yet America's 26 million small business owners continue to fight. Many thousands lose every year. Why? Because they fail to capitalize on the agility their small size affords them. Small businesses must adapt virtually every day if they are to battle and beat the Big Box and chain competition. Whether the arena is business-to-business or business-to-consumer, retailing, manufacturing, or services, it's a battle of David vs. Goliath on steroids. The mega-sized competition has deep pockets, massive advertising budgets, and suppliers that court them every step of the way, while small companies operate on shoestrings and have to struggle every day just to survive. Yet small businesses that capitalize on their agility, adaptability, customer service, and credibility can definitely win the battle against Big Box.



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