



Business Model Renewal: How to Grow and Prosper by Defying Best Practices and Reinventing Your Strategy

By Linda Gorchels

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Business Model Renewal: How to Grow and Prosper by Defying Best Practices and Reinventing Your Strategy, Linda Gorchels, Forget "business as usual". Don't believe everything you read about "best practices". There is no "magic bullet". When your market changes, you have to change your strategy and take control of your own success. You have to renew your business model. In a global market that is constantly evolving, you can't expect "magic bullets" or "best practices" - or any stand-alone business philosophy that many books and gurus offer - to guide your company through good times and bad. Instead you need to take an active role in reviewing and retooling your strategies. You need to stop thinking "business as usual". You need "Business Model Renewal" - a groundbreaking book that provides a language and multiple frameworks for how to think about and implement business model reinvention. A full-range guide to synthesizing and applying the most up-to-date thinking in business today, "Business Model Renewal" challenges you to re-evaluate your methods, rethink your options, and reignite your organization. Constantly challenging the mindset of "tried and true" numbers-based solutions such as market share, financials,...



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