

<<隐藏的价值>>

图书基本信息

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内容概要

Where Value Hides introduces the Strategic Market Positioning theory, which accurately reveals a company ' s true health based on factors like market share. SMP helps your business define its markets, measure the real value of those markets, and correct bad assumptions. This book uses real-life examples to explain how to use SMP to directly and positively impact corporate health and profits. 作者简介： STUART E. JACKSON is a senior partner with L.E.K. Consulting, a global management consulting company, and is the supervisor of their Chicago office. Recently, he opened the firm's first office in Japan. His clients have included Baxter, General Mills, GE, Yoplait, Shell, OfficeMax, MCA, and many other Fortune 500 companies.

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