

The Profit Zone: How Strategic Business Design Will Lead You to Tomorrow's Profits

Adrian J. Slywotzky, David J. Morrison, Bob Andelman

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The book that answers the most fundamental question in business: Where Will I Make a Profit Tomorrow?

Why do some companies create sustained, superior profits year after year? Why are they always far ahead of their competitors in discovering the ever-changing profit zones of their industry? Why do others languish as their traditional way of doing business turns into a no-profit zone? The Profit Zone provides the answers. It is a brilliant, original, and practical explanation of how and why high profit happens.



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