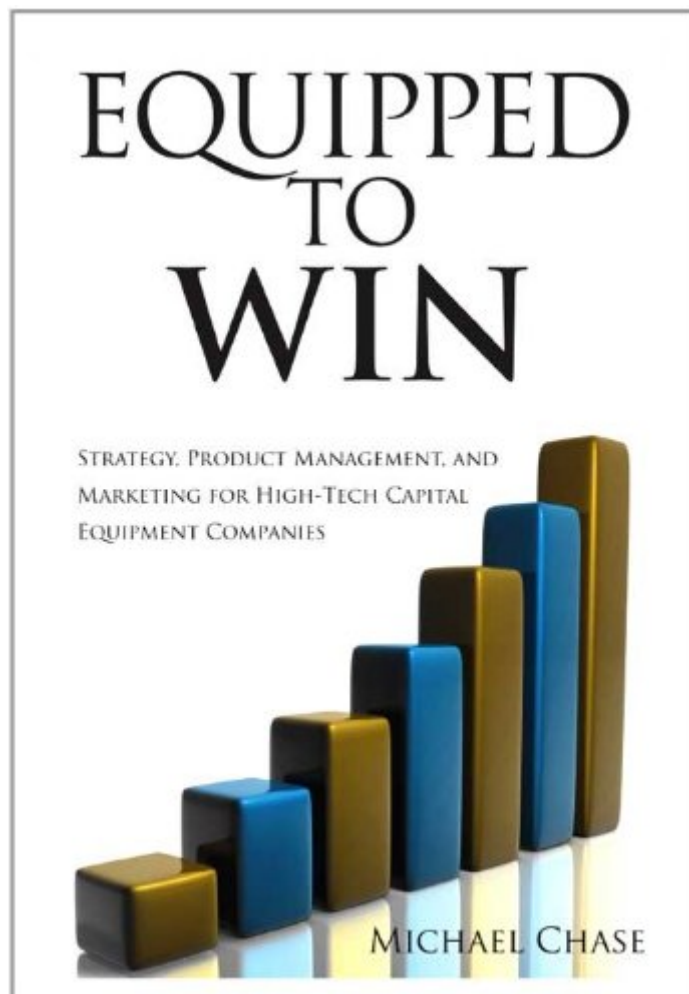


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Equipped To Win



Synopsis

The high-technology capital equipment business has its unique set of challenges. If you're an executive trying to compete in this world, you know it's not enough to just improve operational cost and efficiency. You need to consistently define and create winning products that are then successfully marketed to capture their full value. "Equipped to Win" shows you how to thrive in this world in a straight-forward how-to style. With "Equipped to Win" you get the capital equipment industry's best practices for strategy, product management, and marketing. Capital equipment executives, this is your guide for growing your business, improving profits, and beating the competition.

Book Information

File Size: 1452 KB

Print Length: 278 pages

Publisher: Tekcess International, LLC (May 18, 2011)

Publication Date: May 18, 2011

Sold by:Â Digital Services LLC

Language: English

ASIN: B0051GZSDC

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #539,951 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #45

inÂ Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Industrial

#180 inÂ Books > Business & Money > Marketing & Sales > Marketing > Industrial #2546

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Customer Reviews

One of the best books I have read on product management. Real world examples related to the capital equipment markets you can use right after reading the book.

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