



Beyond Price: Differentiate Your Company in Ways That Really Matter

By Mary Kay Plantes, Robert D. Finrock

Greenleaf Book Group LLC. Hardback. Book Condition: new. BRAND NEW, Beyond Price: Differentiate Your Company in Ways That Really Matter, Mary Kay Plantes, Robert D. Finrock, Commoditisation is the gravitational force pulling competing products and services down to the same level, until price determines which company wins and loses customers. "Beyond Price" will teach readers how to innovate their business models to escape the gravity of commoditisation and price-driven competition. Business leaders will find immediate value in this systematic guide to transforming a company from one-of-many to one-of-a-kind, a company whose offerings competitors will find hard to copy and customers will feel excited to discover. A strategically differentiated business model, executed effectively, will create: customers willing to pay a premium for a product; Long-term relationships with customers and suppliers; a collaborative environment focused on shared goals of where and how to win business; faster decisions about how and when to pursue opportunities; and, better resource leveraging through clear direction and focus. A well-defined road map to building a thriving business, "Beyond Price" identifies and integrates all the areas of change, beyond strategy, leaders must address to break out of and stay out of commodity competition.



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