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## Find Your Next: Using the Business Genome Approach to Find Your Company's Next Competitive Edge

By Andrea Kates

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Find Your Next: Using the Business Genome Approach to Find Your Company's Next Competitive Edge, Andrea Kates, It is the next big thing in business innovation-from the next generation's brand whisperer. What can an oil company (Pennzoil) learn from a great place to hang out (Starbucks) to create a new customer experience (Jiffy Lube)? If you're a manager, an executive, or an entrepreneur, you understand that your business is unique, with its own challenges and rewards. But thanks to the new science of the Business Genome[registered] process, you'll be surprised to see how many businesses share a similar "genetic" structure. And by understanding what works and what doesn't for your business' genomic type, you can play to your strengths, adapt to your weaknesses, and change the course of your company's future. Business Genome project creator Andrea Kates calls it "Find Your Next" - a field-tested, customized blueprint for mapping out your business DNA in four powerful steps: sort through your options and assess your hunches; match your genome to other successful business models; hybridize your company by grafting new ideas with proven successes; and, adapt and thrive by breaking old...



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