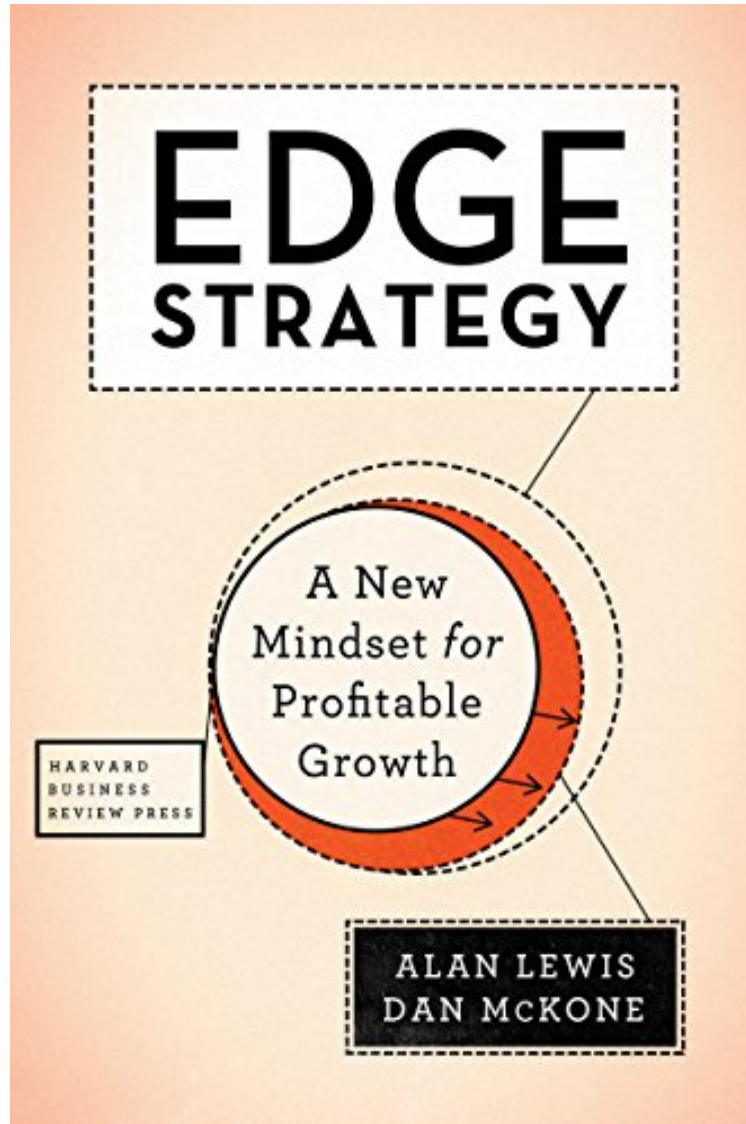


Edge Strategy: A New Mindset for Profitable Growth

Alan Lewis, Dan McKone

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helpful. This is a must read for any business looking for ...By Michael CoquiaThis is a must read for any business looking for growth opportunities. It illustrates value added expansion by analyzing and capitalizing on customer preferences on assets which already exist your company.0 of 0 people found the following review helpful. Good book on important topic; Another 2017 book on similar topicBy Bruce_in_LAThis is a good book on an important topic. Although it's not obvious from the titles, the business strategy "edge" overlaps somewhat with "David Robertson's "The Power of Little Ideas" (2017) which is actually about innovating "around" the product and how to build the teams and insights to accomplish that. The books are complementary but either one read alone gives you insights into the "edge" of the product zone for growth and innovation.

Are you missing opportunities for growth that are right in front of you?In today's volatile economic environment, filled with uncertainty and sudden change, the forces pushing you to stay focused on the core business are extremely powerful. Profiting from the core is crucial, but the danger is that overfocus on the core can blind companies. Scanning the horizon for new markets and new products can also be tempting, but risky. Fixating too much on either strategy can cause you to miss the substantial opportunities for growth that are often hidden in plain sight, at the edge of the core business.In this insightful yet practical book, strategy experts Alan Lewis and Dan McKone articulate a mindset that helps leaders recognize and capitalize on these opportunities.The Edge Strategy framework challenges how the boundaries of your existing products and services map to your customers' views of the world and then provides three different lenses through which you can see and leverage value: Product edge. How to capture incremental profits and other benefits by slightly altering the elements and composition of a core offering Journey edge. How to create and capture extra value by adjusting your role in supporting the customer's journey to and through your offering Enterprise edge. How to unlock additional value from resources and capabilities that support your core offering by applying them in a different context, for a different offering or different set of customersWith engaging examples across many industries, Lewis and McKone coach you on how to identify and assess each of the different edges and then provide concrete insights and advice on applying edge strategy and tactics to use in specific business contexts. The book concludes with a ten-step process to help executives and managers find and leverage the edges in their own companies.Edge Strategy is the concise, hands-on guide for growing your business by getting more yield from assets already in place, relationships already established, and investments already made.

CEOs need to abandon bold strategies for life on the Edge Alan Lewis and Dan McKone of L.E.K. Consulting believe that taking a more pragmatic approach could pay dividends."Edge strategies" describe the process of finding new opportunities at the edge of the existing ones... It is refreshing to read a new strategy book that does not make grand gestures. And this is a book that the CFO will love too because it's not going to cost the earth! 5/6 Stars; Boslash;sen, DenmarkIn its customer-friendly formsEdge Strategy is a valuable corrective to the obsession with transformational ideas; The EconomistHere is the main premise of Edge Strategy: Companies can accelerate growth by finding new uses for their existing assets. Sounds simple but it's not; Consulting magazineclearly written and offers many examples of how to apply these ideas to your own company; The Globe and MailADVANCE PRAISE for Edge Strategy:John Tague, President and CEO, Hertz CorporationAlan Lewis and Dan McKone offer an alternate path to growth and show how implementing an edge strategy creates value in a sustainable way. To presume it doesn't apply to your industry or situation would be missing a great opportunity;Kevin Mayer, Senior Executive Vice President and Chief Strategy Officer, The Walt Disney CompanyWe all need peripheral vision. Edge Strategy offers a clear and powerful framework for identifying and leveraging opportunities for growth that can sometimes be hard to see at the edges of your core business. A must-read;Darrell Webb, President and CEO, Guitar Center Refreshingly pragmatic advice for driving growth, with a strong ROI, in any business;John Rainey, CFO, PayPalEdge Strategy flips the conventional notion of strategy on its head and provides an insightful take on where some of the best value-creating innovations come from;Robin Hayes, President and CEO, JetBlueEdge Strategy will help you and your business pull some of the most powerful levers at your disposal. Lewis and McKone outline a clear, smart approach to driving new and great yield from assets you already manage . . . and delighting customers in the process;Tom Polen, Executive Vice President and President, Medical Segment, Becton, Dickinson and Company (BD)If you're looking for a playbook to higher growth and customer loyalty, Edge Strategy hits the mark. I expect every reader will take away new ideas to put into practice and improve their company's performance;