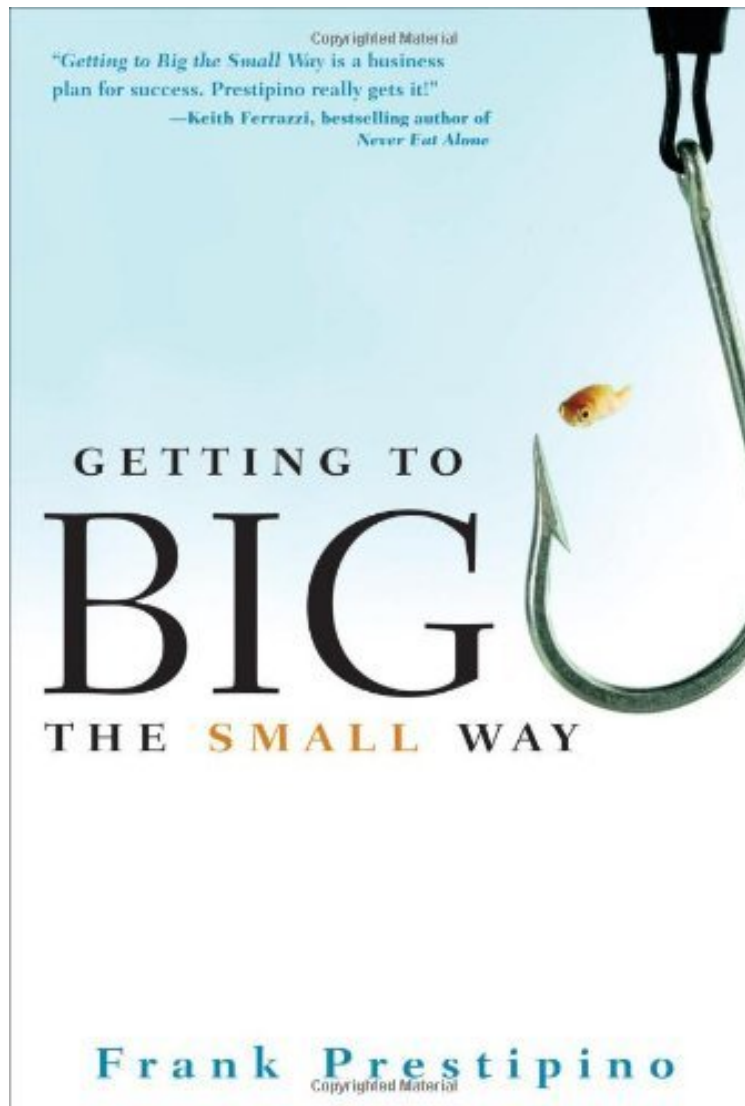


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## Getting to Big the Small Way

*Frank Prestipino*

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**Frank Prestipino : Getting to Big the Small Way** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Getting to Big the Small Way:

2 of 2 people found the following review helpful. One of the best books on high tech marketing strategy and tactics By Angela M. Hey It's always a challenge when you join a company's marketing department to know exactly what marketing entails. Is it sales support, strategy, promotion or product definition? Frank Prestipino covers a range of marketing activities that are particularly applicable to high tech marketing. Specifically it echoes the highly successful Oracle software and services marketing machine. Not since I read the now out-of-print Regis Touch by Regis McKenna have I come across such a pragmatic marketing book. It covers sales support, branding, competitive

analysis, niche marketing, pricing, messaging and more. It also deals with solving the problems of office politics to which a marketing department, trapped between sales and engineering, is prone. Every new marketing manager should take a look at this book and discuss with his/her boss which of the many functions described are priorities. I particularly liked the action-oriented blank tables for doing reality checks on markets and marketing processes. The book ends with extensive lists of metrics for measuring business progress. Next time a CEO won't listen to you because you are speaking tactics throw this book at him/her. As the book shows an excellent marketing manager will have razor sharp strategy, but also an eye for nitty gritty details.

Can small changes create big results? Oracle veteran Frank Prestipino proved that the answer is yes. By applying incremental, constructive changes that did not require large budget spending or lengthy management approvals, Prestipino increased Oracle's and other company's customer demand and profitability-without subjecting them to unacceptable risks. Now, in *Getting to Big the Small Way*, Prestipino shares his unique approach for using incremental changes to make large improvements, and shows you how this method can be used in any size business regardless of the industry. Drawing upon his remarkable success at Oracle as well as his experiences at other organizations that achieved great results by thinking small, Prestipino presents an executable strategy for pinpointing the areas in your business where precise change will deliver huge returns. Prestipino gives you proven tools and techniques that can be easily adopted, with immediate results. He shows you how to grasp fresh opportunities and take steps into new markets with a solid growth strategy. After you determine your mission statement and discover how to connect your company's values with those of your customers, you'll learn how to use small actions to: Exploit the products, skills, and resources already in your company Make improvements that will unlock and open new doors to growth Find new markets you never thought you could enter \_ Set priorities and ensure that the right attitudes and motivational drivers are in place \_ Identify your true competitors-and decide how to stand apart from them Prestipino then brings everything together by helping you define the action steps that can be delegated across your organization and empower your employees to bring about change. Throughout, Prestipino provides frameworks for you to follow when implementing your strategy-and ways to measure and manage the success of your incremental advances.

From the Back Cover Small steps can create big changes-and even bigger profits. As the former VP and strategist at Oracle, Frank Prestipino proved firsthand that when a company thinks small and adopts a focused strategy, growth and profitability follow. Now, Prestipino shares his knowledge and insights in *Getting to Big the Small Way*, a hands-on resource for identifying where small changes in your business will achieve the greatest gains-without subjecting it to undue costs or unacceptable risks. Presenting concrete techniques for developing a focused business strategy, he then provides the necessary tools in order to trigger big advances in market share, competitiveness, and the bottom line. In this book the author: Explains how to stand out in the marketplace without making radical changes in your business Shows you how to get all your employees on board with your strategy Includes real-world examples to help you take action, as well as a scorecard for setting priorities and measuring results About the Author Frank Prestipino is a former vice president of Global Enterprise Applications Strategy for Oracle Corporation. He has been profiled in the media and is a highly sought after speaker. Prestipino was also President of Unicorn HRO and is currently President and CEO of Global Marketing Services.