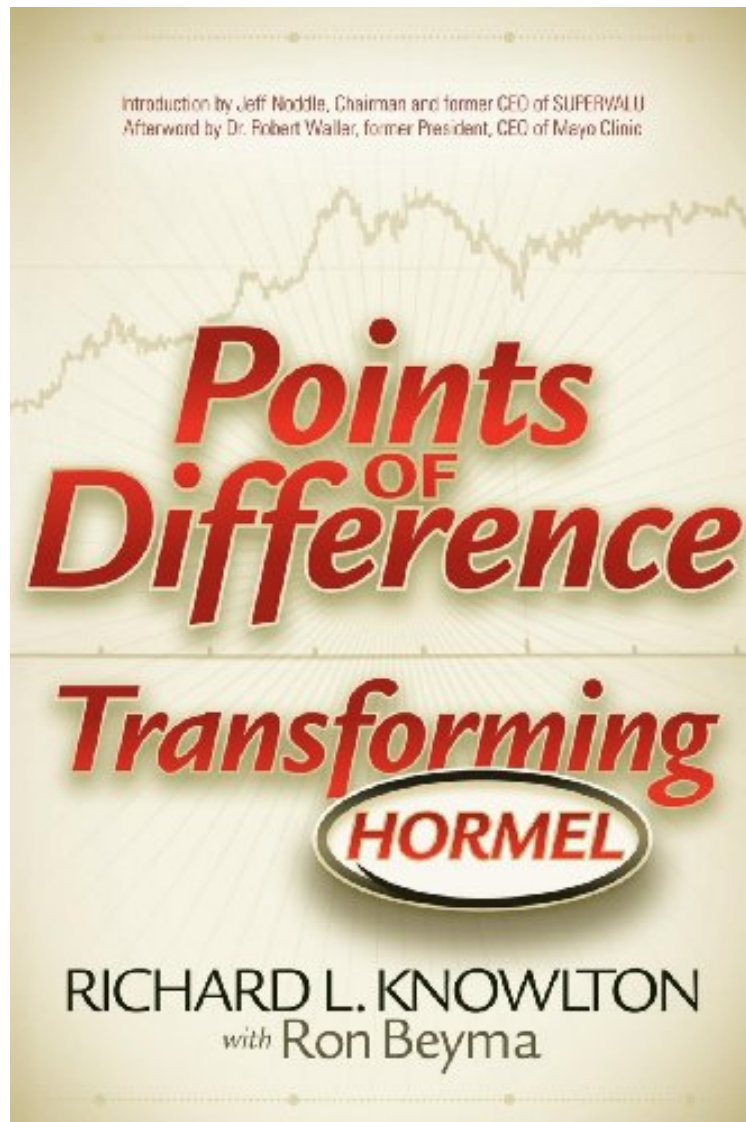


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## Points of Difference: Transforming Hormel

*Richard L. Knowlton*

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POINTS OF DIFFERENCE describes how to transform a business in a dying industry into a leadership position in contemporary competitive niches. Hormel Foods did it by totally revamping its approach to management, marketing and technology. The success of this transition is validated by the company's outstanding performance during the past

25 years, and the book's messages are compelling to managers in all industries as American business seeks to redefine itself in the midst of economic crisis.