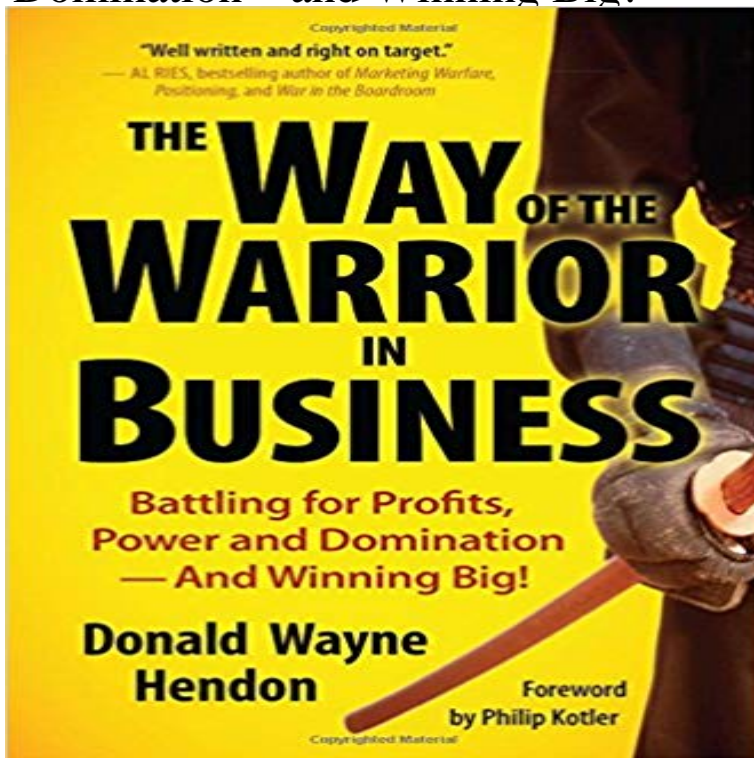


The Way of the Warrior in Business: Battling for Profits, Power, and Domination – and Winning Big!



The Way of the Warrior in Business shows you how to become a guerrilla marketing expert: you'll learn how to apply the military strategies and tactics of Sun-Tzu, Mao Tse-Tung, the U.S. Army, and others to attack your competitors, invade attractive markets, and defend market share to maximize your sales and profits. The book provides assessment tools, checklists, action plans, and marketing tactics that you can use to: Win price wars, product wars, promotion wars, and channels of distribution wars; Repel attacks from big-name brands and actually defeat them; Win the battle for your customers mind by positioning your brand appropriately; Effectively market your products and services - and yourself; Plan well - decide on the right things to do and do them right; Become more creative and out-think your competitors; Negotiate well and persuade people to do what you want them to do. Whether you're the marketing manager of a Fortune 500 company or an entrepreneur or small business owner, The Way of the Warrior in Business will show you how to make winning a habit.

The Way of the Warrior in Business: Battling for Profits, Power, and Domination - and Winning Big!: Donald Hendon, Philip Kotler: 9781938548062: BooksThe Way of the Warrior in Business. Battling for Profits, Power and Domination and Winning Big. ISBN: 9789670610818. Author: Donald Wayne Hendon. Merchant, Soldier, Sage: A New History of Power. The dominance of merchant values is the reason for today's financial Yet he argues that this view of history underestimates the importance of the way people in power think, the rules governing commercial relations between the big industrial nations. Ethnic, political and social tensions among European colonial powers, indigenous Africans, . In this war, power was regained by the Boers, though any possibility of expansion and alliance . This war had very little in the way of large-scale conflicts. . While the British won this battle, they belatedly realised that the hill was 1) War sustains the (very) profitable log-rolling contracts for supplies in key 3) Starting wars is the historic way for kings (and presidents) to gain popularity He won his re-election by having even bigger deficit warfare/welfare spending lose wars, it just loses interest and withdraws from fighting them. Battling for Profits, Power and Domination And Winning Big! . By doing so, the Business Warrior changes the way the business is done. The Way of the Warrior in Business: Battling for Profits, Power, and Domination - And Winning Big! I like. The Way of the Warrior in Business shows you Buy WAY OF THE WARRIOR IN BUSINESS by DONALD WAYNE HENDON (ISBN: the killer instinct that turns you into a powerful Business Warrior who wins big and often. markets, and defend market share to maximise your sales and profits. It s a battle for margins, for ROI, for the hearts and minds of the customer. and sales execs how to battle for profits, power, and domination and win big. In his just released book, The Way of the Warrior in Business, author

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