

Vierula

Find Your Market-Oriented Competitive Advantage

A Toolkit for Strategy and Branding

Competitive advantage is the core of a winning strategy. Still, only a few companies have a competitive advantage. This book helps a business create a competitive advantage. It replaces product- and production-oriented thinking with a market-oriented way of thinking.

Competitive advantages are created only by thinking in new way. By thinking what has not been thought.

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