Optimizing Growth: Predictive and Profitable Strategies to Understand Demand and Outsmart Your Competitors (Hardback)

By Jason Green

John Wiley Sons Inc, United States, 2018. Hardback. Condition: New. Language: English . Brand New Book. Leverage big data and demand into sustainable profitable growth Optimizing Growth is a handbook for how to succeed in the age of big data. Today s business environment looks dramatically different than it did even a decade ago, and it continues to evolve at an increasing rate; macroeconomic shifts, consumer trends, technological advances, and changing competitive dynamics are accelerating the pace of change, and businesses are struggling to grow amidst the turbulence. This book provides insightful guidance, real-world success stories and practical tools to achieve growth in this new era, utilizing big data to achieve a deeper understanding of demand, customers, competitors, and opportunity. With disruption around every corner, growth now demands innovative new approaches and an improved capacity to meet customer needs; by gaining a stronger grasp of demand, businesses can elevate performance from survive to thrive. This book provides the approaches, analytics, frameworks, and organizational capabilities required to gain competitive advantage, and describes the new mindset required to leverage these tools into sustainable growth. Develop a deeper understanding of your business s growth factors Re-sync your thinking to gain greater leverage against...

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