



Summary : The Ultimate Competitive Advantage - Donald Mitchell and Carol Coles: Secrets of Continually Developing a More Profitable Business Model

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Complete summary of Donald Mitchell and Carol Coles' book: "The Ultimate Competitive Advantage: Secrets of Continually Developing a More Profitable Business Model".

This summary of the ideas from Donald Mitchell and Carol Coles' book "The Ultimate Competitive Advantage" shows that the most successful companies are consistently experimenting to improve and reinvent their business models. This usually has the potential to generate far more substantial increases in revenues and profits than any amount of fine tuning of an existing business model will ever produce. In their book, the authors present a four-step process that companies tend to use in practice. This summary provides readers with an effective method for improving a business model.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your business knowledge

To learn more, read "The Ultimate Competitive Advantage" and find out how you can increase your profits by reinventing your business model.

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