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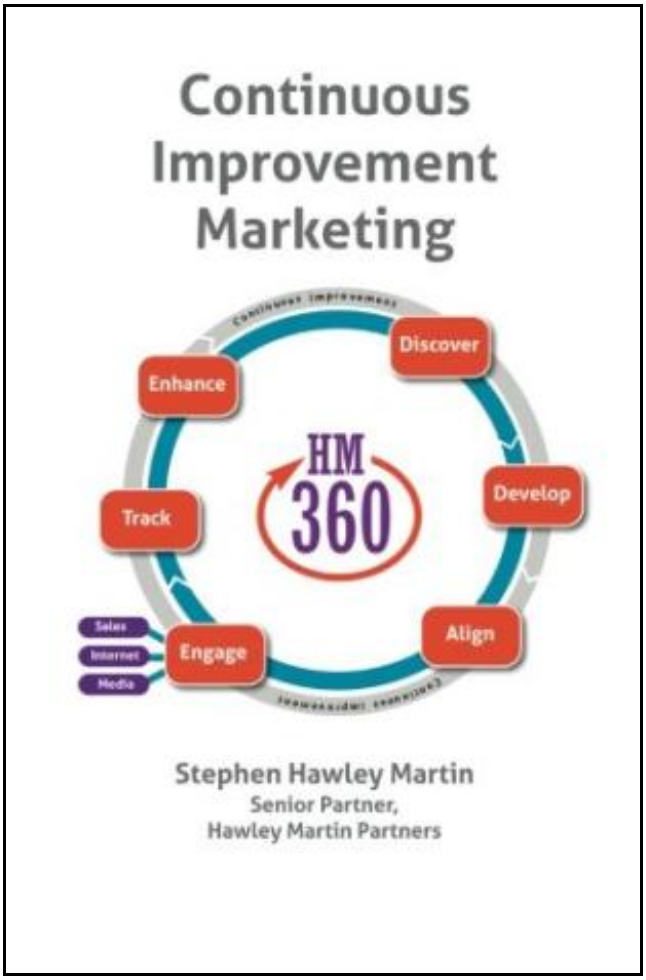


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Createspace, United States, 2015. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.As the Red Queen said to Alice, Now, here, you see, it takes all the running you can do, to keep in the same place. She might have been talking about doing business in the 21st century, which is why so many have instituted continuous improvement programs in manufacturing and other disciplines. Now there s a methodology developed specifically for marketing that can also be applied to the workings of an entire company, large or small. Stephen Hawley Martin is the Senior Partner of Hawley Martin Partners and a former principal and Senior Vice President in charge of client planning and strategy development at The Martin Agency [GEICO, Wal-Mart]. A strategic thinker and writer, he has edited and ghostwritten best-selling books on Process-Based Management, Lean Manufacturing, and the Toyota system of product development, and he has authored sixteen books under his own name, from novels and self help to titles on leadership, branding, and advertising. He has worked with many top executives to help them take their companies to the forefront of the industries they serve. In this book, Stephen describes a process developed over a number of years while working with a variety of experts engaged in fields ranging from high tech, consumer goods and business services, to build-to-order manufacturing. It s a system already being employed with great success by visionary leaders of a number of companies. Comprised of a few simple components, once instituted, everyone will know what must be done to succeed personally, as well as what each needs to do to keep a business out in front of the competition.

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