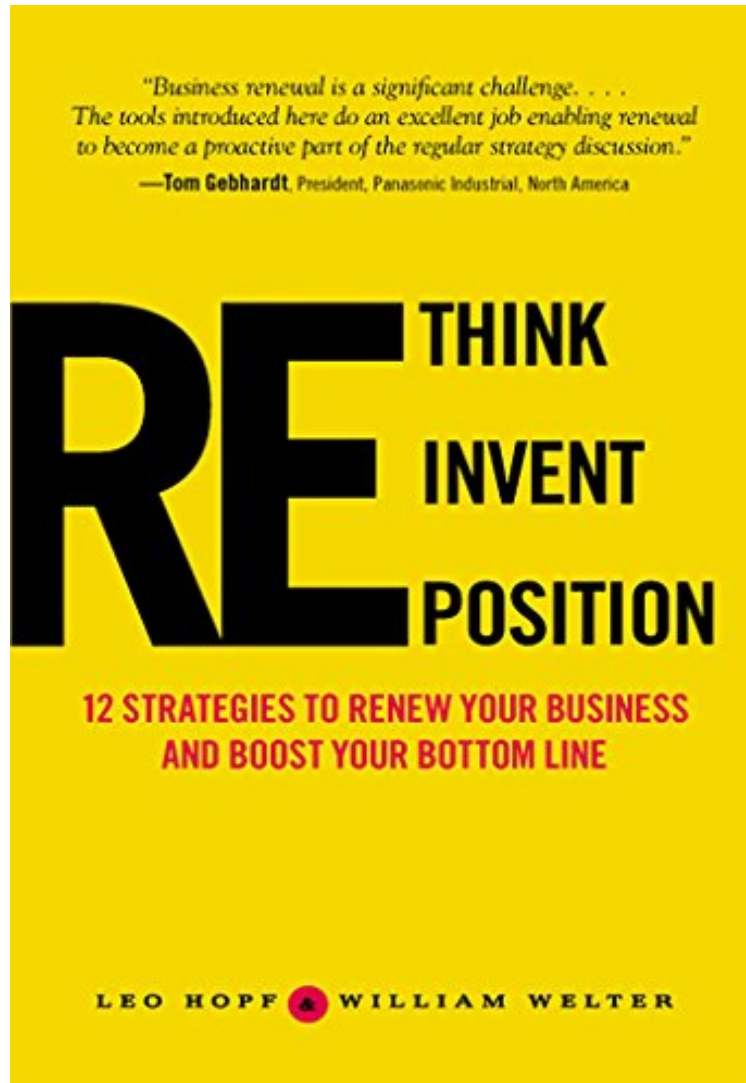


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Rethink, Reinvent, Reposition: 12 Strategies to Make Over Your Business

Leo Hopf, William Welter

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Is your business struggling to stay afloat? Are you overwhelmed by the challenge of building an organization that can be a market leader? Well, now is the time to stop going in circles; find a new direction and re-imagine your company. In this hard-hitting guide, renowned international corporate consultants and professors Leo Hopf and William Welter show how to breathe new life into your firm.Using revealing case studies from Seagate to Harley-Davidson, they offer such key strategies as:Repackaging products to widen the range of your target demographicRevising your profit model to improve your marginsMoving up- or down-market to attract new customersUsing core competencies to enter new marketsConducting business at a different time to reach new customers You'll need to take a risk to reap the rewards. But this blueprint for growth will supply you with the confidence to start on a different path. So forget the same-old tired tactics. Instead, make things happen by making over your business! It's crucial to the livelihood of your enterprise, and Hopf and Welter give you everything you need to get it right.

About the AuthorLeo Hopf, founder and CEO of Teamhopf, works as a consultant to guide business clients to improve their decision-making and strategic-thinking capabilities. He teaches at Stanford University and the Carlson School at the University of Minnesota, where he has been named a Fellow of Executive Education. He holds an MBA from the Amos Tuck School. William Welter is a consultant and educator who has conducted workshops for McDonald's, Walgreens, Starbucks, and the Institute for Management Studies. He is the coauthor of *The Prepared Mind of a Leader: Eight Skills Leaders Use to Innovate, Make Decisions, and Solve Problems*. He is a Fellow in Executive Education at the Carlson School of Management at the University of Minnesota.