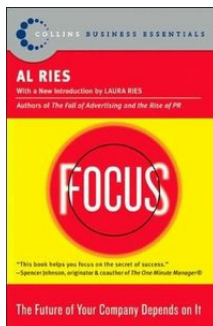


FOCUS: THE FUTURE OF YOUR COMPANY DEPENDS ON IT

What's the secret to a company's continued growth and prosperity? Internationally known marketing expert Al Ries has the answer: focus. His commonsense approach to business management is founded on the premise that long-lasting success depends on focusing on core products and eschewing the temptation to diversify into unrelated enterprises. Using real-world examples, Ries shows that in industry after industry, it is the companies that resist diversification, and focus instead on owning a category in consumers' minds, that...



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You'd think a book called focus would be more... Ahh focused. Authors wax and wane and interject stories that seem only loosely tied in the chapter's theme. Also, some of the predictions they make about very bad marketing moves turn out to be wrong as the book is now dated. Still, this book has a very solid elegant theme and from the...