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Simplify How The Best Businesses

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There are two ways to simplify: 1) Price-simplifying involves a redesign of the product and possibly industry so that prices are cut by 50% or more. Demand does not double, it increases exponentially (Ford, McDonald's, IKEA, and Southwest Airlines). 2) Proposition-simplifying involves creating a product that is useful, appealing, and easy to use.

Simplify: How the Best Businesses in the World Succeed by ...

You'll learn how to: • Decide which simplifying strategy is the best option for your business • Model your business as a price or proposition simplifier • Make your products and services more useful and better looking • Spike demands and create markets that didn't exist before • Redesign your ...

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Some firms simplify on price - consider budget flights stripped of all extras that still take you from A to B - creating new, huge mass markets for their wares. Others, such as Apple, simplify...

Simplify: How the Best Businesses in the World Succeed ...

In Simplify, Richard Koch reveals the formula followed by history's most successful businesses - from Ford and Wal-Mart, to Amazon and Uber - to transform industries and sell billions. What industry will you revolutionize? —Tim Francis, Founder of ProfitFactory.com and NYU Guest Lecturer

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Simplify How The Best Businesses In The World Succeed by Richard Koch Greg Lockwood

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'Simplify: How the Best Businesses in the World Succeed': a Book Review by Hugh Cautley. Remark: I normally make detailed notes of the books I read and then make a review like this. I have put the notes and assessment on my website for anyone who would like to read them. You can read them here, all comments are most welcome.

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An easy starting point for simplification is to get rid of stupid rules and low-value activities, time-wasters that exist in abundance in most organizations. Look, for example, at how many people...

Seven Strategies for Simplifying Your Organization

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Simplify: how the best businesses in the world succeed... by Richard Koch [rhymes with 'gosh'], an entrepreneur who's made \$300mm starting and investing in businesses, and Greg Lockwood, founder of a London-based VC firm that invests in businesses with network effects.

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He is author of many books on business and ideas, including The 80/20 Principle, which has sold over a million copies and been translated into 35 languages, and his newest title Simplify: How

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the...

Richard Koch - Author Biography

Simplify : how the best businesses in the world succeed. [Richard Koch; Greg Lockwood] -- With case studies of famous companies in all different industries from finance to fast food, the authors show how anyone can analyse their business's potential to become a simplifier, and which route ...

Simplify : how the best businesses in the world succeed

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In Simplify, Richard Koch reveals the formula followed by history's most successful businesses - from Ford and Wal-Mart, to Amazon and Uber - to transform industries and sell billions. What industry will you revolutionize? --Tim Francis, Founder of ProfitFactory.com and NYU Guest Lecturer From the Inside Flap

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