



The Value Factor: How Global Leaders Use Information for Growth and Competitive Advantage (Paperback)

By Mark Hurd, Lars Nyberg

John Wiley Sons Inc, United States, 2015. Paperback. Condition: New. Reprint. Language: English . Brand New Book. What is the only thing a company has that its competitors do not have? What can a company invest in that its competitors cannot replicate? Information. It s the new competitive edge. Capitalizing on the information a company owns about its customers, suppliers, and partners is now the value proposition for sustainable long-term growth. Authors Hurd and Nyberg go inside companies to see the value proposition in practice. Combining case studies and analysts insights with common sense and surprisingly simple ideas for growth, The Value Factor shows how companies transform information into a competitive asset. Hurd and Nyberg have access to some of the top companies in every industry and from around the world. In this book, they share their unique perspective on what the innovators are doing to get ahead and stay ahead in today s tough business environment and how top companies are meeting challenges and turning them into growth opportunities.

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