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It's Not the Big That Eat the Small... It's the Fast That Eat the Slow

Jason Jennings, Laurence Haughton
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Jason Jennings, Laurence Haughton : It's Not the Big That Eat the Small... It's the Fast That Eat the Slow
before purchasing it in order to gage whether or not it would be worth my time, and all praised It's Not the Big That Eat the Small... It's the Fast That Eat the Slow:

0 of 0 people found the following review helpful. Excellent thought points for entrepreneurs -- speed does kill your competitionBy L. C GloverDisclaimer: I have worked as an early stage Venture Capitalist for roughly two years, worked with several Angel investment groups in California and gone to business school. My perspective on the book is based on my investing experience and my time working with high-technology start-ups.The book is a quick read packed with many very good insights into how to build a small company into a successful one. The main focus is about keeping a very sharp focus on what the company needs to do to succeed -- learn what works, listen to the customer and build an agile organization that can quickly move react but execute flawless when the on point with known customer base. A key point to consider which is missed by many business / management books is that you can not control what your customer base, your competitors and outside economic forces are doing. Change/Chaos = opportunity not a problem. The agile company will maximize the economic opportunity while a large company will try to react but be very late to the party.An agile company can also position itself favorably for a liquidity event by beating a large competitor to a profitable market; you make the build vs. buy decision for the large company very easy.I have seen many part of the book put into action successfully and some companies that did not implement the advice; the results are very clear that speed is a competitive tool.The downside about speed being a competitive tool is that it is very difficult to keep it up for a long period. So, Speed needs to be used to locate and dominate a market to block out competitors. However, other strategies need to be developed in combination with speed and innovation to stay on top...but speed is the way to be the lead company in developing markets.0 of 0 people found the following

review helpful. Great Ideas!By Fred BartholomewAmazingly practical and useful ideas and tips for anyone working in sales or marketing in a small to midsize company. Clearly written with very useful and timeless information0 of 0 people found the following review helpful. Great business bookBy AlejandroFantastic book that opens your eyes to the opportunities and advantages that a small business has over the large ones.

Conventional wisdom once told us big companies are unbeatable... and eat smaller competitors for breakfast.Not anymore. These days It's Not the Big that Eat the Small... It's the FAST that Eat the Slow!Jason Jennings and Laurence Haughton discovered what separates today's icons of speed from everybody else.They asked questions like:What is the difference between speed and haste? Where does business go to spot trends before the competition?How can leaders help people stop dreading high velocity and rediscover the thrill of deciding, acting and staying fast?And studied the world's fastest companies like: HM Europe's fast fashion phenomenon now poised to threaten apparel stores in America.AOL who gulped down Netscape and Time Warner in record time. Charles Schwab the new dominant name in discount and on-line financial services.The results are in this sensational book... a national bestseller, translated all over the globe and universally praised.Would you like to make speed a competitive tool in your business? Here's your roadmap!

.com The tortoise and the hare--not to mention a popular '60s-era adage--warned us that Speed Kills. Not so fast, contend Jason Jennings and Laurence Haughton, international consultants who have worked together since 1976. In *It's Not the Big That Eat the Small... It's the Fast That Eat the Slow*, the two argue that only the swiftest of corporations will thrive in the 21st century. They then outline a program, based on best practices developed by contemporary speedsters like Charles Schwab and AOL that readers can work into their own businesses by similarly focusing on "commerce, resource deployment, and people." Its four parts examine ways to create environments that anticipate the future, reassess operations and personnel and make appropriate adjustments whenever necessary, launch a "crusade" while "staying beneath the radar," and maintain velocity through institutionalization and close customer relationships. "This book will show you how to think and move faster than your competition," they write, adding that "being faster doesn't mean being out of breath. It means being smarter." Many of their suggestions will be familiar to those who follow the business of business improvement, but the singular (and quite convincing) context to which Jennings and Haughton now apply them help make this book unique. --Howard RothmanFrom Publishers WeeklyWhat do successful companies master that other ventures cannot? They are ready to face the 21st-century economy with an ability to adjust to change and a constant concern with providing first-rate customer service. To find these companies, the authors traveled around the world to learn these secrets from such winning firms as HM clothing stores, Charles Schwab, Hotmail and Telepizza. Among the smart strategies are spotting trends, testing products and getting to market quickly. The authors offer lots of tips, interspersed with anecdotes about both successful and failing companies. While the information is excellent and the presentation clear, the content doesn't lend itself easily to audio. The authors are fond of lists, such as "10 steps" obviously, people listening while driving or commuting will have to replay these sections if they want to take notes. In spite of this drawback, entrepreneurs willing to put in the effort will get some practical help from this book. Copyright 2001 Cahners Business Information, Inc.From BooklistJennings and Haughton are longtime California-based consultants. They select the "fastest companies in the world" from their international client base to illustrate 25 tactics to use to "think and move faster." The focus is on developing new products and services by being the first to spot trends and challenge assumptions and by creating an environment where "the best idea wins." Jennings and Haughton emphasize that companies must "blow off stifling bureaucratic structures," constantly reassess, and regularly "shuffle portfolios" by reassigning duties and responsibilities. They suggest strategies for bringing products to market before the competition and for "maintaining velocity." Examples come from Charles Schwab, Clear Channel Communications, AOL, Hotmail, Telepizza (Spain), and Lend Lease (Australia). David RouseCopyright American Library Association. All rights reserved