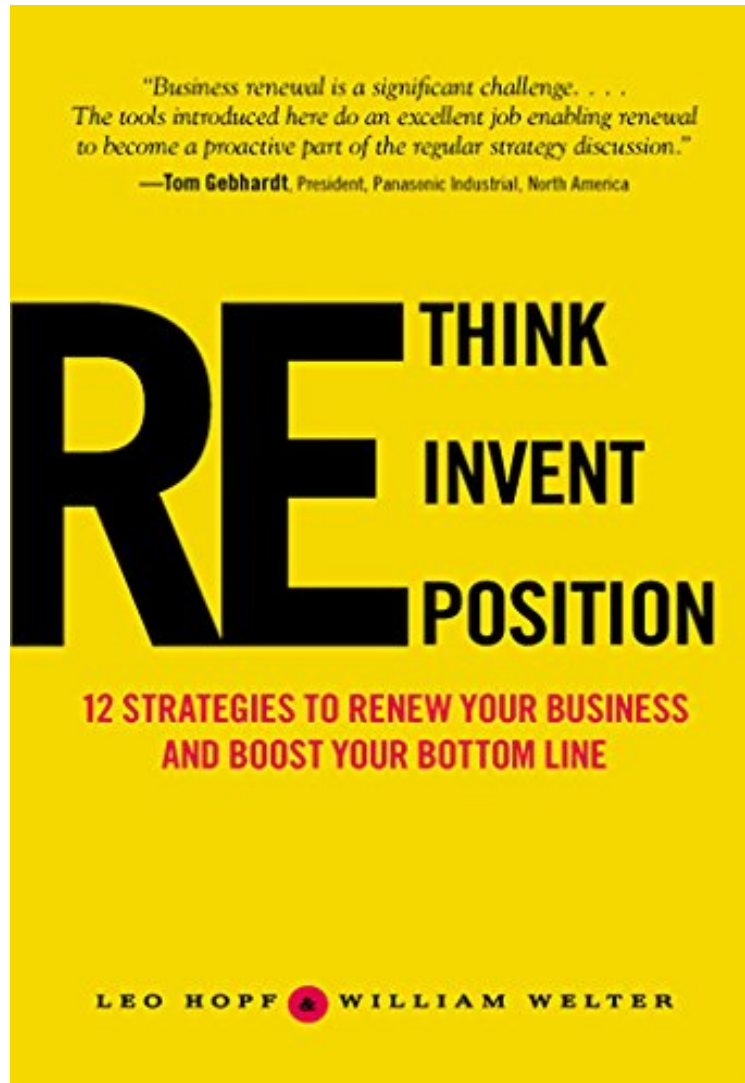


# Rethink, Reinvent, Reposition: 12 Strategies to Make Over Your Business

*Leo Hopf, William Welter*  
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**Leo Hopf, William Welter : Rethink, Reinvent, Reposition: 12 Strategies to Make Over Your Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Rethink, Reinvent, Reposition: 12 Strategies to Make Over Your Business:

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just that, actually more, it will help you thrive...if you are brave enough.0 of 0 people found the following review helpful. easy to read and it might encourage you to thinkBy Ray Hanit's a book. easy to read and it might encourage you to think, but it's really up to you.1 of 1 people found the following review helpful. Strategic and tactical wisdom for business renewalBy Brad ShorrWhen a company is stagnating, management has a number of options. They can tighten their belts and hope to squeeze out ever shrinking profits. They can slash budgets and staff, hanging on for now but mortgaging the future. They can cross their fingers or wave incense, and hope conditions change in their favor. Or, they can do as authors Leo Hopf and Bill Welter recommend - rethink, reinvent, and reposition their business.Business renewal is an exceedingly important topic these days. The economic upheaval we've experienced in recent years has made it nearly impossible for companies to coast. Strategic stumbling can no longer be masked by perpetually rosy conditions. The consequences of tactical miscalculations are magnified tenfold. As a result, many companies are faced with an unfamiliar situation: sink or swim. For companies in that situation, this book can really help.Hopf and Welter provide step by step instructions for guiding a management team through the business renewal process. They address the big strategic questions as well as delve into the real life tactical issues that are bound to crop up in any project of organizational change. The authors present 12 distinct renewal strategies, each shaped to address a particular set of organizational conditions. There really is something in this book for everyone.Here are some things I really liked about the book. First, it's written in plain English. You don't need to be a professor or have a business jargon decoder in hand to understand what the authors are talking about (although it's obvious the authors themselves know exactly what they're talking about). Second, the book is loaded with real examples of business renewal at work, most of which will be immediately recognizable to any business reader. Third, the recommendations are pragmatic, sensible, intuitive and above all implementable - far from ivory tower philosophizing, this is advice you can use today, right now.I've known Bill Welter for some time now. The breadth of his business experience in the trenches is incredible, and he is one of the clearest thinkers I've ever met. He and Leo Hopf have put their experience and knowledge to good use by bringing this book to market. Today companies need to break new ground, they have to get out of their rut. That kind of thing isn't easy: management teams will get a lot of help here, all in less than 250 pages.

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.