



## Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It (Hardback)

By Jonathan L S Byrnes

Penguin Putnam Inc, United States, 2010. Hardback. Book Condition: New. New.. 229 x 152 mm. Language: English . Brand New Book. Top companies around the world turn to MIT s Jonathan Byrnes to figure out where the profit is. Using his systematic process for analyzing profitability, they can quickly determine which parts of the business are worth expanding and which are just a drain on resources. Then, using Byrnes s profit levers, they can turn unprofitable business into good business and good business into great business. We now live in the Age of Precision Markets, yet most of the management processes taught in business schools were developed for the prior Age of Mass Markets. Today s savviest managers are exploiting this disconnect. They re rethinking strategy, customer relations, operations, and metrics, and overcoming internal resistance to constructive change. They also reject such harmful myths as: \* Revenues are good, costs are bad \* All customers should get the same great service \* If everyone does his or her job well, the company will prosper Byrnes reveals an uncomfortable truth: It s possible, even easy, for everyone to meet or exceed their budget targets and for the company still to have...



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