



Sharkonomics: How to Attack Market Leaders

By Stefan Engeseth

Marshall Cavendish International (Asia) Pte Ltd. Paperback. Book Condition: new. BRAND NEW, Sharkonomics: How to Attack Market Leaders, Stefan Engeseth, Sharks are nature's most revered and feared killing machines. But if you study the behaviour of sharks, you will learn they are also highly strategic and efficient in the way they survive and thrive in nature's competitive environment. Inspired by the shark's evolved (over 420 million years) instincts and strategic moves, this book provides businesses with 10 ways on how to attack the market leaders, and take market share, in your sector. Move or Die, Strike Unpredictably, Timing is the Key, Develop a Sensory System, Hunt in Packs, Locate the Blind Spots to Attack these are some of the key ways to make shark food out of market leaders. Sharkonomics provides an inspiring perspective on competing in business and how companies of any size can create a presence for themselves in their market."



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Reviews

A top quality publication along with the font used was intriguing to read. I really could comprehend everything using this written e book. Its been designed in an remarkably straightforward way and it is only after i finished reading through this publication by which basically altered me, modify the way i believe.

-- **Cathrine Larkin Sr.**

Very useful to all of group of people. I actually have read through and so i am certain that i will planning to study yet again once again down the road. I am just very easily can get a satisfaction of looking at a created book.

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