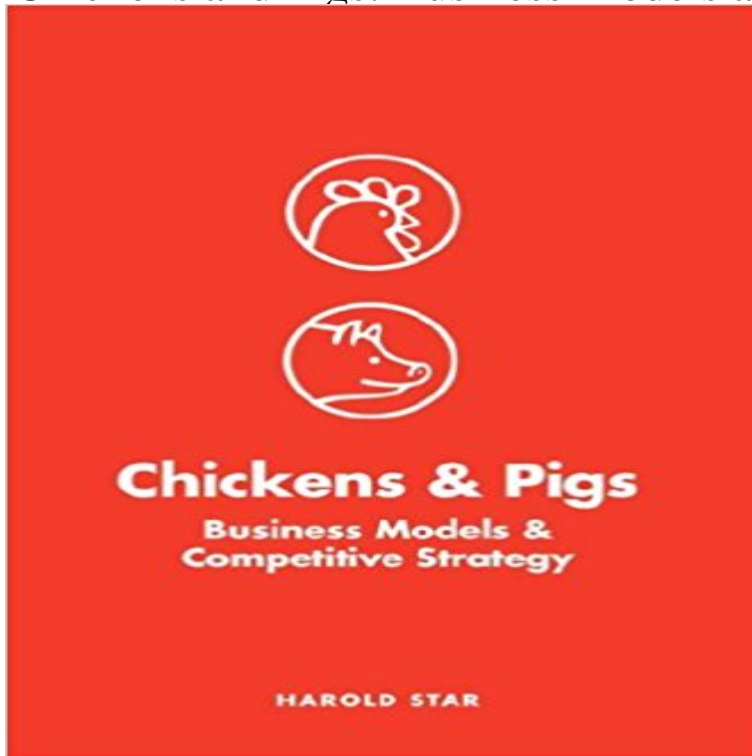


# Chickens and Pigs: Business Models and Competitive Strategy



Chickens and Pigs shows executives how to use the power of business models to build strategies that make customers the center of their strategic planning activities. The reader learns how to: categorize customers in terms of the benefits they bring, focus on the right customers, balance holding current customers with finding new ones, and diversify with purpose and confidence. Its a strategic planning book unlike any other, written by an author who straddles both the academic and business settings. It offers fresh, innovative, and effective solutions to problems that keep executives awake at night.

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