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

Leo Hopf, William Welter

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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 demographic
- Revising your profit model to improve your margins
- Moving up- or down-market to attract new customers
- Using core competencies to enter new markets
- Conducting 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.

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