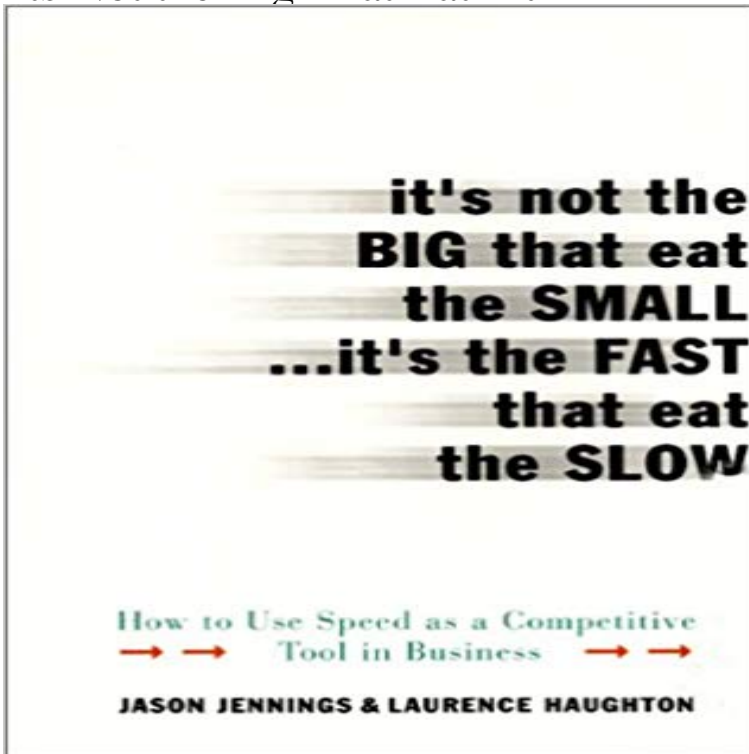


Its Not the Big That Eat Intl



Why is AOL the most profitable new media company in the world, swallowing up one company after another and adding millions of new subscribers, while Prodigy and CompuServe are mere memories? How did Hotmail vault from being a cool idea to being worth more than \$400 million in the eyes of Microsoft in twenty-four months? What transformed Charles Schwab from a company with four brokers trading stocks around a single table into the world's largest financial services firm? Breakthrough consultants Jason Jennings and Laurence Haughton reveal how the planet's most successful companies surged to the forefront of their industries and always managed to stay one step ahead of the competition. *It's Not the Big That Eat the Small... It's the Fast That Eat the Slow* contains all the secrets and tactics used by the fastest business people to achieve great success in their chosen fields -- at dizzying speed. In this engaging and informative guide you will learn how to: think FAST by anticipating and spotting trends, make FAST decisions by applying rules and reassessing strategies, get to market FAST by exploiting your advantages and institutionalizing innovation, stay FAST by remaining flexible and keeping close to the customer. Jennings and Haughton traveled the globe and penetrated the world's fastest companies to witness the methods used by quick, dominant leaders in business ranging from retail sales to fast food, from financial services to communications. If you want to think quicker and faster, all the information you need is here. You'll find lessons from the speediest international business and companies on how to become faster than anyone else in today's ever-changing business world.

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