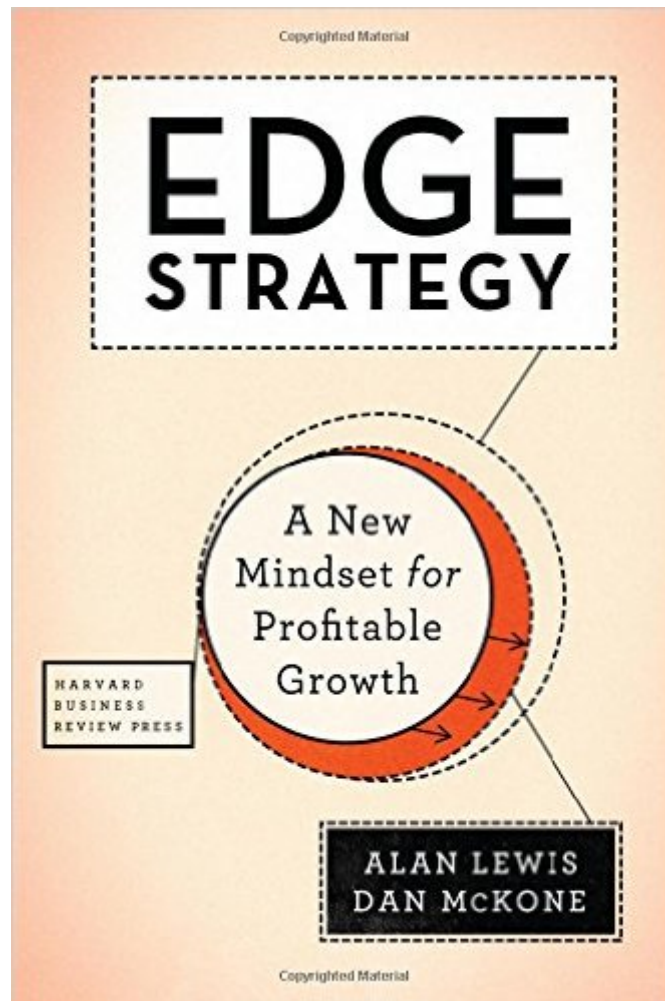


The book was found

# Edge Strategy: A New Mindset For Profitable Growth



## Synopsis

Are you missing opportunities for growth that are right in front of you? In today's volatile economic environment, filled with uncertainty and sudden change, the forces pushing you to stay focused on the core business are extremely powerful. Profiting from the core is crucial, but the danger is that overfocus on the core can blind companies. Scanning the horizon for new markets and new products can also be tempting, but risky. Fixating too much on either strategy can cause you to miss the substantial opportunities for growth that are often hidden in plain sight, at the edge of the core business. In this insightful yet practical book, strategy experts Alan Lewis and Dan McKone articulate a mindset that helps leaders recognize and capitalize on these opportunities. The Edge Strategy framework challenges how the boundaries of your existing products and services map to your customers' views of the world and then provides three different lenses through which you can see and leverage value: • Product edge. How to capture incremental profits and other benefits by slightly altering the elements and composition of a core offering • Journey edge. How to create and capture extra value by adjusting your role in supporting the customer's journey to and through your offering • Enterprise edge. How to unlock additional value from resources and capabilities that support your core offering by applying them in a different context, for a different offering or different set of customers With engaging examples across many industries, Lewis and McKone coach you on how to identify and assess each of the different "edges" and then provide concrete insights and advice on applying edge strategy and tactics to use in specific business contexts. The book concludes with a ten-step process to help executives and managers find and leverage the edges in their own companies. Edge Strategy is the concise, hands-on guide for growing your business by getting more yield from assets already in place, relationships already established, and investments already made.

## Book Information

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## Customer Reviews

I work for a major medical device company. The logic, theory & process outlined in "Edge Strategy" is helping us to address a greater number of customer needs, which is in turn is guiding us to increase the overall value proposition to our customers. It will help us recognize and engage in sensible paths to innovation and growth by capitalizing on assets already in our portfolio. Anyone engaged in Business Development for their organization should be looking out toward their EDGE to find and realize new sources of profitable growth!

This book is essential for any business owner. It's well written and explains concepts and ideas in simple terms, so even small business owners and those looking to start a business can be successful. From value perception to capitalizing on assets you already own, this book is full of ideas for innovation and growth. Anyone looking to expand or develop their business should pick this book up.

This is a must read for any business looking for growth opportunities. It illustrates value added expansion by analyzing and capitalizing on customer preferences on assets which already exist your company.

Edge Strategy is an excellent book. As a small business owner I found it to be full of creative ideas and scenarios to add value to what I do. This book is laced with numerous and easily relatable examples of business success by employing edge strategy. A great read for those who want to become even more successful.

Edge Strategy is an easy read that presents sensible frameworks for any marketing or sales professional to apply. Businesses of all shapes and sizes should consider how these edge concepts can help reveal opportunities that generate solid profits, without having to take huge risks.

A thoroughly compelling read. The authors contends that businesses need to stop basing their

growth plan solely on their core strategy but should look also to the boundaries of their business - from their customers' perspective - to generate incremental growth. The book is a "must read" for both leaders and change agents. I found it to be quite thought-provoking, as it forces the reader to think beyond their current strategic framework. It is sure to cause healthy discomfort for business executives who manage solely by historical success.

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