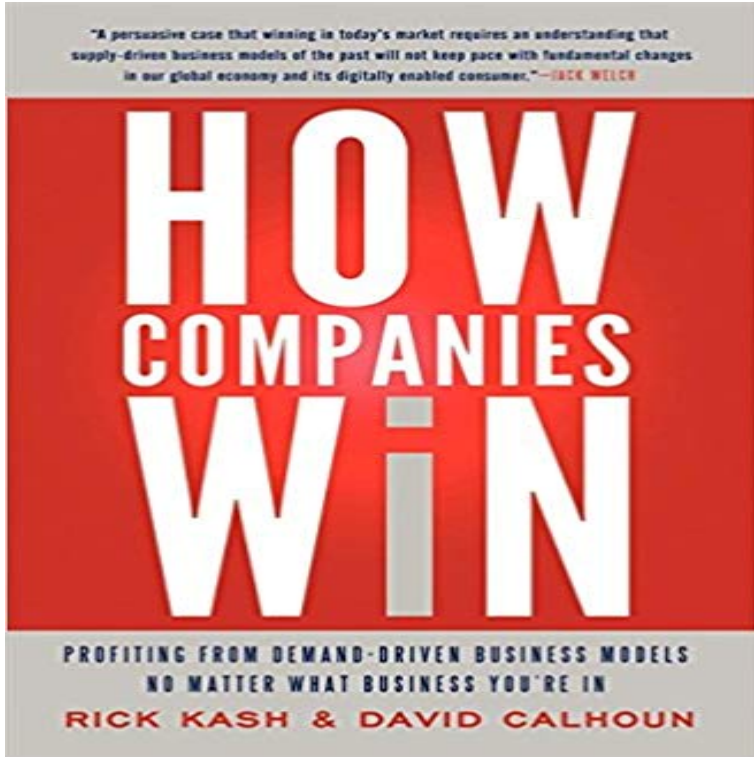


# How Companies Win: Profiting from Demand-Driven Business Models No Matter What Business You're In



In a world of contracting markets and diminished consumer demand, The Cambridge Group founder Rick Kash and Nielsen Company CEO David Calhoun show companies how to find new customers and bigger profits. How Companies Win makes The Cambridge Groups proprietary demand model a strategy which multi-million dollar corporations pay premium rates to access available to the general public for the first time. Taking the reigns from Larry Bossidy's Execution, W. Chan Kim and Renee Mauborgne's Blue Ocean Strategy, and Kash's own The New Law of Demand and Supply, this is a must-have for succeeding in business in the twenty-first century.

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