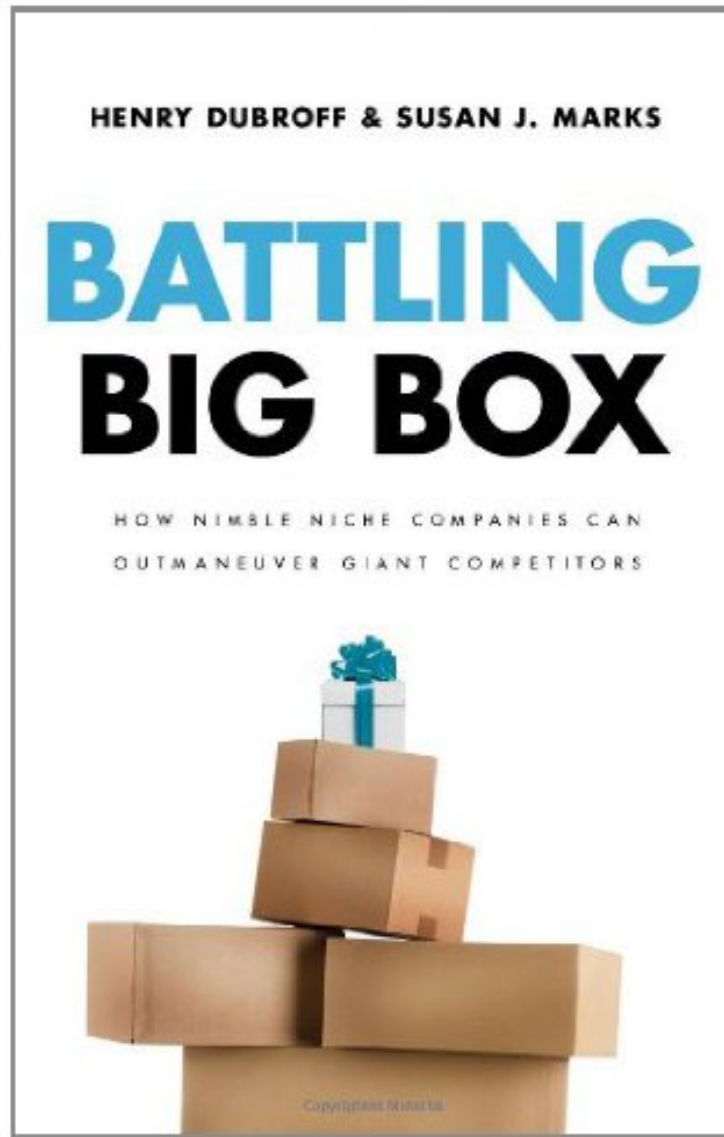


Battling Big Box: How Nimble Niche Companies Can Outmaneuver Giant Competitors

Henry Dubroff, Susan J. Marks
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Henry Dubroff, Susan J. Marks : Battling Big Box: How Nimble Niche Companies Can Outmaneuver Giant Competitors before purchasing it in order to gage whether or not it would be worth my time, and all praised Battling Big Box: How Nimble Niche Companies Can Outmaneuver Giant Competitors:

0 of 0 people found the following review helpful. Not just for retailers!By RichardI was very interested in reading this book because I believe mid-market firms are an integral part of the US Business Economy. I believed I could learn

what successful entrepreneurs are doing to compete against larger, more resource-rich competitors. From the Introduction of this book onward I was highlighting and marking up the pages of this easy to read and well written book. While I thought I would learn about retailers, given the book's name, what I soon realized was this book is applicable to any mid-market firm who has a Goliath in their market. I recommend this book to anyone who is looking to learn from others and gain insight into some best practices as it relates to creating a successful firm competing against GIANTS.

3 of 3 people found the following review helpful. David trumps Goliath--Big strategies for small business success By Caroline D. Grimm

As a small business consultant who specializes businesses with cash flow problems, I am always on the lookout for resources that can help my clients run smarter, stronger businesses. When I first saw the title of this book I thought I'd be reading a book about how businesses can take on large competitors and win. It is that, but it really is more. The book's subtitle really more accurately describes the book's content: How Nimble Niche Companies Can Outmaneuver Giant Competitors. The authors's focus is not on beating the big guys at their game...if it had been the book would have received no stars from me! Instead the content is focused on building a company that can adjust to change rapidly, capitalize on opportunities (without layers of bureaucracy and approvals), carve out a niche population with unmet needs, and meet those needs using a service and relationship approach. The book is divided into two parts: Part I The Battle Lines Are Drawn This section gives a good overview of the realities of running a small business, presenting both the positives and negatives. It gives five essentials of small business success: employee empowerment, effective branding, customers and effective sales, controlling cash flow, and visionary innovation. Part II The Plan of Attack The second section is all about planning, execution, and (my favorite) cash flow. The authors' go into detail with each of the five success essentials from Part I. The book is well researched and readable. It provides real world examples from several companies including Dubroff's newspaper the Pacific Coast Business Times, a book store, product-based businesses, and service based businesses. There is useful information for every type of business with real world strategies and tactics that can be applied to your business. Can small businesses compete against large competitors? Absolutely, we do it everyday. This book is a resource that can help you focus on the steps you need to take to compete more effectively and successfully.

"Turning any small business into a success is tough. Doing so in a market crowded with Wal-Mart-sized competitors is challenging. Yet America's 26 million small business owners continue to fight. Many thousands lose every year. Why? Because they fail to capitalize on the agility their small size affords them. Small businesses must adapt virtually every day if they are to battle--and beat--the Big Box and chain competition. Whether the arena is business-to-business or business-to-consumer, retailing, manufacturing, or services, it's a battle of David vs. Goliath on steroids. The mega-sized competition has deep pockets, massive advertising budgets, and suppliers that court them every step of the way, while small companies operate on shoestrings and have to struggle every day just to survive. Yet small businesses that capitalize on their agility, adaptability, customer service, and credibility can definitely win the battle against Big Box. In *Battling Big Box*, authors Henry Dubroff and Susan J. Marks take you inside the minds of successful entrepreneurs as they fend off corporate giants. These small business owners--from the ordinary guy who owns the corner cafe to the extraordinary entrepreneur who creates a world-dominate corporation--share their insights on the four keys to building and sustaining a successful niche company:

- * Empower your people.
- * Build a powerful brand.
- * Manage cash flow.
- * Innovate relentlessly with your vision in mind.

About the Author Henry Dubroff is founder and editor of Pacific Coast Business Times. Despite operating in the shadow of the region's big-box competition in Los Angeles, Dubroff's publication reached break-even just 18 months after launch and continues to maintain double-digit growth rates. Previously, Dubroff was editor of the Denver Business Journal and business editor at the Denver Post, where he won numerous national awards for excellence in journalism. His entrepreneurial accomplishments have been recognized by the U.S. Chamber of Commerce, the U.S. Small Business Administration, and the California Legislature. Susan J. Marks is an award-winning journalist, freelance writer, book author, and editor. In her nearly 30 years of newspaper, magazine, and book writing and editing experience, she has chronicled large and small business successes and failures, innovations, and changes.