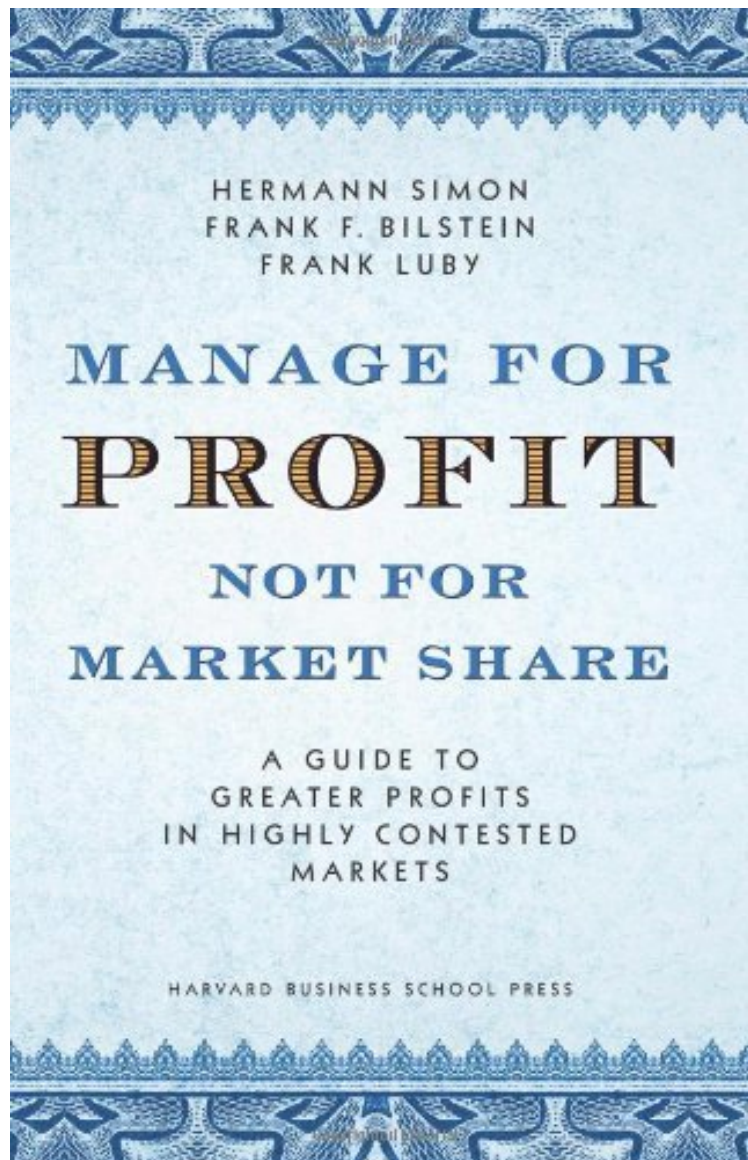


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Manage For Profit, Not For Market Share: A Guide to Greater Profits In Highly Contested Markets

Hermann Simon, Frank F. Bilstein, Frank Luby
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How do companies in mature markets—where savings from cost-cutting have been exhausted and breakthrough innovations are hard to come by—achieve sustainable increases in profits? For decades, managers have been told the answer lies in pursuing high market share. But Hermann Simon, Frank F. Bilstein, and Frank Luby argue that this misguided advice has destroyed, rather than created, an additional profit potential. In *Manage for Profit, Not for Share*, the authors contend that companies can extract a profit potential of 1%-3% of revenue by pursuing a profit, rather than a market share, orientation. Based on their extensive consulting work, the authors lay out a practical, proven program for making significantly more money by reconfiguring the marketing mix to sell existing products and services in different ways. The book offers practical strategies managers can use to differentiate mature products, raise prices effectively, time promotional activities properly, better understand consumer preferences, and more. A convincing counterargument to the reigning market share dogma, this book outlines the new mind-set and tools managers will need to bring their companies closer to peak profit performance.

"Simon is perhaps the world's leading guru on pricing strategy, and...he's put together an indispensable little management book" -- *The Washington Post*, June 25, 2006
About the Author Hermann Simon is founder and Chairman of Simon-Kucher Partners Strategy and Marketing Consultants (SKP), in Germany. Frank F. Bilstein and Frank Luby are Partners in SKP's Boston office.