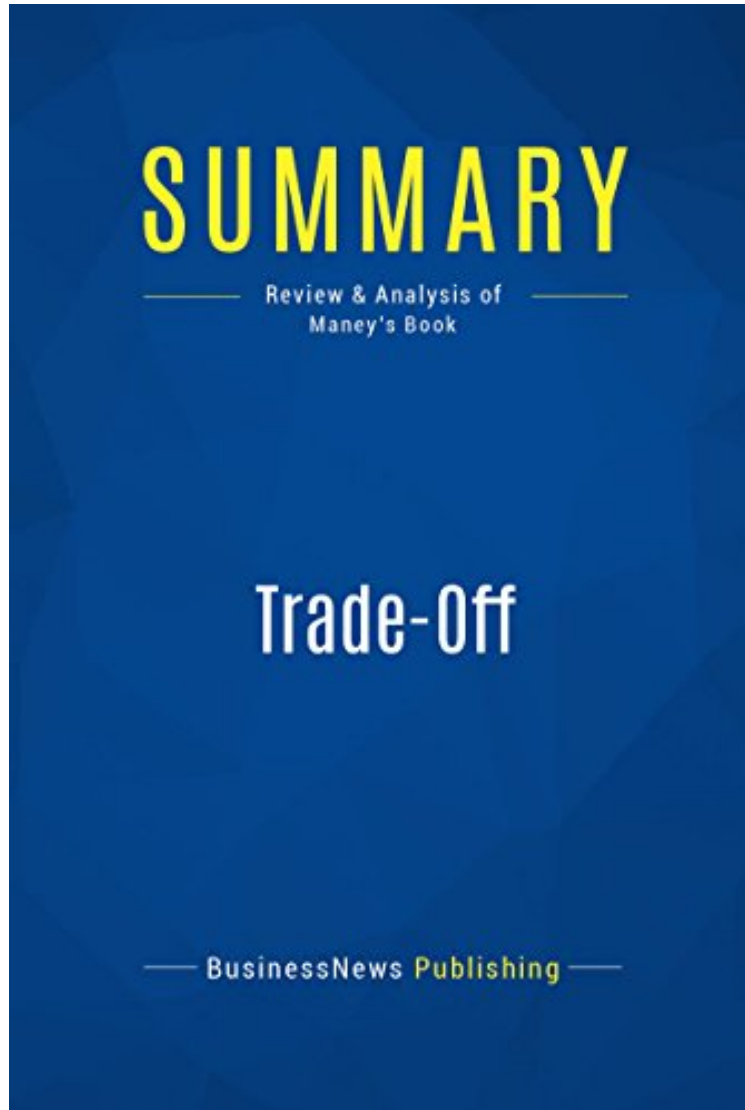


(Download ebook) Summary: Trade-Off: Review and Analysis of Maney's Book

Summary: Trade-Off: Review and Analysis of Maney's Book

BusinessNews Publishing
*ebooks | Download PDF | *ePub | DOC | audiobook*



 Download

 Read Online

#697721 in eBooks 2014-11-12 2014-11-12 File Name: B00PK5XMO6 | File size: 24.Mb

BusinessNews Publishing : Summary: Trade-Off: Review and Analysis of Maney's Book before purchasing it in order to gauge whether or not it would be worth my time, and all praised Summary: Trade-Off: Review and Analysis of Maney's Book:

The must-read summary of Kevin Maney's book: "Trade-Off: Why Some Things Catch On, and Others Don't". This complete summary of the ideas from Kevin Maney's book "Trade-Off" shows that all of us as consumers are constantly making a choice between products which offer high fidelity and those which offer superior convenience. In

his book, the author explains that it is this trade-off between conflicting forces which determines the success or failure of new products and services. This summary demonstrates how you can position yourself at either end of the spectrum in order to develop a successful product. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "Trade-Off" and discover the key to offering the best products that consumers will love.