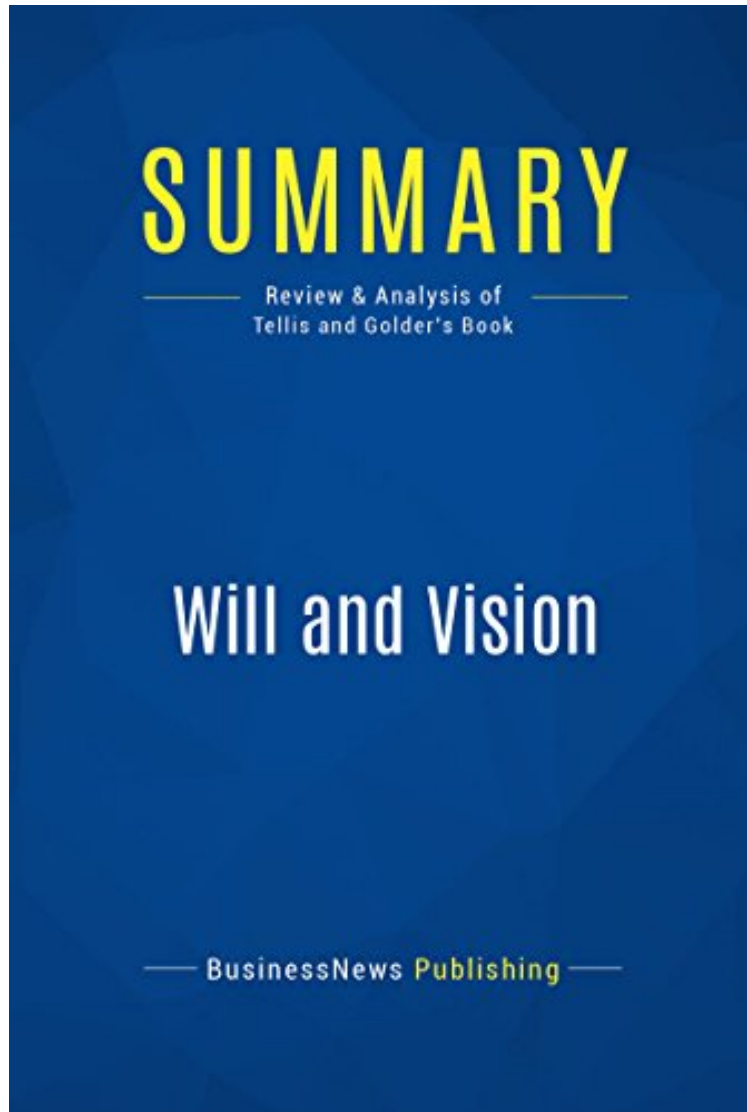


[Download free ebook] Summary: Will and Vision: Review and Analysis of Tellis and Golder's Book

## Summary: Will and Vision: Review and Analysis of Tellis and Golder's Book

*BusinessNews Publishing*  
audiobook / \*ebooks / Download PDF / ePub / DOC



 Download

 Read Online

#1418615 in eBooks 2014-11-12 2014-11-12 File Name: B00PK5XL0M | File size: 45.Mb

**BusinessNews Publishing : Summary: Will and Vision: Review and Analysis of Tellis and Golder's Book** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Summary: Will and Vision: Review and Analysis of Tellis and Golder's Book:

The must-read summary of Gerard Tellis and Peter Golder's book: "Will and Vision: How Latecomers Grow to

Dominate Markets". This complete summary of the ideas from Gerard Tellis and Peter Golder's book "Will and Vision" raises an interesting question: "Is it better to be first to market with a new product or to delay getting to market until you have a better product?". In their book, the authors explain how the answer to this question can be found by looking at current market and product category leaders - these tend to be the companies that best harness the five key drivers of long-term success, rather than those who seek a first-mover advantage. This summary demonstrates each of these drivers and why you should exploit them in order to gain lasting success. Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Will and Vision" and discover the key to harnessing long-term market leadership.