

Summary : The Agenda - Michael Hammer: What Every Business Must Do To Dominate The Decade



Complete summary Michael Hammers book: The Agenda: What Every Business Must Do to Dominate the Decade. This summary of the ideas from Michael Hammers book The Agenda shows that consumers are now in the driving seat of the economy, and every successful business will assimilate this fact and act accordingly. In his book, the author explores 9 Critical Items that should be on every managers agenda: they cover specific actions companies should do to differentiate themselves, effective organization techniques, the best ways to relate to customers and how to use the internet as a successful harnessing tool. This summary is a must-read for every manager who wants to ensure their company has the most effective and profitable relationship with consumers. Added-value of this summary: Save time Understand key concepts Expand your knowledge To learn more, read The Agenda and discover the key to running your business in the new economy.

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