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Discussing Simplify by
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Lockwood

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Simplify How The Best

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The authors offer compelling evidence that simplifying a product or service is the only way to create a great & sustainable business. The book is a vital touchstone for entrepreneurs, and a key tool for them - and their backers - to assess if they are spending their time and money on a worthwhile venture.

Simplify: How the Best
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In Simplify, Richard Koch reveals the formula followed by history's most successful businesses - from Ford and Wal-Mart, to Amazon and Uber

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Simplify: How the Best
Businesses in the World
Succeed ...

There are two ways to simplify: 1) Price-simplifying involves a redesign of the product and possibly industry so that prices are cut by 50% or more. Demand does not double, it increases

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exponentially (Ford, McDonald's, IKEA, and Southwest Airlines). 2) Proposition-simplifying involves creating a product that is useful, appealing, and easy to use.

Simplify: How the Best
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The principle Koch and Lockwood have discovered behind extraordinarily successful businesses is simplifying. Some simplify on price - take Ryanair's budget flights which still take you from A to B, but so cheaply that nearly everyone can afford them, multiplying the size of their market -

Where To Download Simplify How The Best Businesses In The World Succeed and some simplify on proposition, such as Apple's ...

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Investor and successful
entrepreneur Richard Koch
and venture capitalist Greg

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Lockwood have spent years researching what makes successful companies—such as IKEA, Apple, Uber, and Airbnb—achieve game-changing who status. The answer is simple: They Simplify. Take Your Business from Startup to Game Changer. Start simplifying today.

Simplify: How the Best
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Succeed ...

You'll learn how to:

- Decide which simplifying strategy is the best option for your business
- Model your business as a price or proposition simplifier
- Make your products and services more useful and

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better looking • Spike
demands and create markets
that didn't exist before •
Redesign your ...

Simplify: How the Best
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The basic idea behind the
book 'Simplify' are two
'principles'. They are valid
for very different types of
businesses from furniture
(Ikea) to cars (Ford), from
hamburger restaurants
(McDonalds) to consultants
(Boston Consulting) and seem
to be fundamentally valid
over decades. The two
principles are

Review of the Book:

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**Simplify: How the Best
Businesses in ...**

- Decide which simplifying strategy is the best option for your business
- Model your business as a price or proposition simplifier
- Make your products and services more useful and better looking
- Spike demands and create markets that didn't exist before
- Redesign your business process and transform your industry in nine steps

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SIMPLIFY explains with elegant beauty the raging success of McDonalds, Ford,

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