



Equipped to Win

Michael Chase

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The high-technology capital equipment business has its unique set of challenges. If you're an executive trying to compete in this world, you know it's not enough to just improve operational cost and efficiency. You need to consistently define and create winning products that are then successfully marketed to capture their full value. "Equipped to Win" shows you how to thrive in this world in a straight-forward how-to style. With "Equipped to Win" you get the capital equipment industry's best practices for strategy, product management, and marketing. Capital equipment executives, this is your guide for growing your business, improving profits, and beating the competition.

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