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Nota di contenuto	Beating Low Cost Competition; Contents; Preface; Acknowledgments; CHAPTER 1: The growing challenge from low cost competitors; CHAPTER 2: Why the threat from low cost competition is intensifying; CHAPTER 3: Understanding how low cost competitors play the game; CHAPTER 4: Realistically assessing the threat; CHAPTER 5: Confronting low cost competitors in the price value segment of the market; CHAPTER 6: Avoiding head-to-head competition with low cost competitors by playing a different game; CHAPTER 7: The leadership challenge; CHAPTER 8: An even more challenging future; References; Index
Sommario/riassunto	Low cost competitors, who offer "good enough" products and services

at very attractive prices, are currently significantly impacting the businesses of many leading companies, and some are starting to "move up" to challenge the traditional companies in their core markets. It's only a matter of time before most companies will feel the pressure from these aggressive, cut-price competitors. Beating Low Cost Competition offers a step-by-step structured approach to help executives in traditional companies with premium brands think through the options for responding to their low cost rivals a
