



# Conquering Complexity in Your Business: How Wal-Mart, Toyota, and Other Top Companies Are Breaking Through the Ceiling on Profits and Growth

*Michael L. George, Stephen A. Wilson*

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**Conquering the complexity in products and services can generate larger contributions to profits and growth than nearly any other business strategy**

Here's a guarantee: Somewhere in your business, there is too much complexity. You may also be losing out by having too little complexity where it counts - in the products, services and options you offer to customers. Either way, the impact of complexity is enormous in terms of lost profit and missed growth opportunities.

*Conquering Complexity in Your Business* shows how to break through the ceiling on profits and growth by implementing the three rules for conquering complexity:

- Eliminating complexity that customers will *not* pay for
- Exploiting the complexity that customers *will* pay for
- Minimizing the costs of the complexity you offer

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This knowledge will significantly improve your ability to grow profit, revenue, and shareholder value.

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