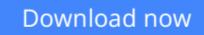


Conquering Complexity in Your Business: How Wal-Mart, Toyota, and Other Top Companies Are Breaking Through the Ceiling on Profits and Growth

Michael L. George, Stephen A. Wilson



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Conquering 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 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

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

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