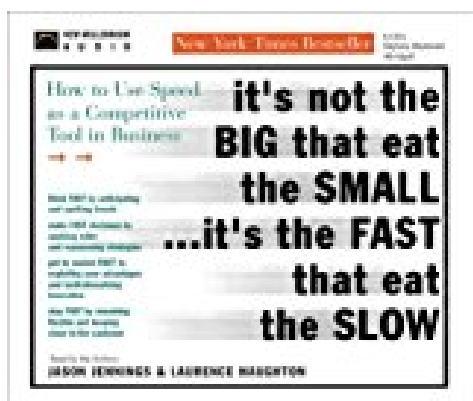


# [PDF] It's Not The Big That Eat The Small... It's The Fast That Eat The Slow

Jason Jennings, Laurence Haughton - pdf download free book

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**Books Details:**

Title: It's Not the Big That Eat the  
Author: Jason Jennings, Laurence Hau  
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**Description:**

The tortoise and the hare--not to mention a popular '60s-era adage--warned us that Speed Kills. Not so fast, contend Jason Jennings and Laurence Haughton, international consultants who have worked together since 1976. In *It's Not the Big That Eat the Small... It's the Fast That Eat the Slow*, the two argue that only the swiftest of corporations will thrive in the 21st century. They then outline a

program, based on best practices developed by contemporary speedsters like Charles Schwab and AOL that readers can work into their own businesses by similarly focusing on "commerce, resource deployment, and people." Its four parts examine ways to create environments that anticipate the future, reassess operations and personnel and make appropriate adjustments whenever necessary, launch a "crusade" while "staying beneath the radar," and maintain velocity through institutionalization and close customer relationships. "This book will show you how to think and move faster than your competition," they write, adding that "being faster doesn't mean being out of breath. It means being smarter." Many of their suggestions will be familiar to those who follow the business of business improvement, but the singular (and quite convincing) context to which Jennings and Haughton now apply them help make this book unique. --*Howard Rothman* --This text refers to an out of print or unavailable edition of this title.

**From Publishers Weekly** What do successful companies master that other ventures cannot? They are ready to face the 21st-century economy with an ability to adjust to change and a constant concern with providing first-rate customer service. To find these companies, the authors traveled around the world to learn these secrets from such winning firms as H&M clothing stores, Charles Schwab, Hotmail and Telepizza. Among the smart strategies are spotting trends, testing products and getting to market quickly. The authors offer lots of tips, interspersed with anecdotes about both successful and failing companies. While the information is excellent and the presentation clear, the content doesn't lend itself easily to audio. The authors are fond of lists, such as "10 steps" obviously, people listening while driving or commuting will have to replay these sections if they want to take notes. In spite of this drawback, entrepreneurs willing to put in the effort will get some practical help from this book.

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