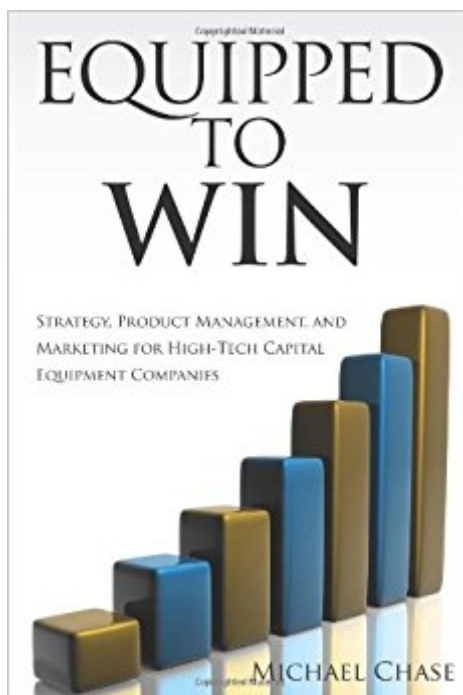


The book was found

# Equipped To Win



## Synopsis

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.

## Book Information

Paperback: 274 pages

Publisher: lulu.com (May 2, 2010)

Language: English

ISBN-10: 0557277841

ISBN-13: 978-0557277841

Product Dimensions: 6 x 0.7 x 9 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 starsÂ Â See all reviewsÂ (1 customer review)

Best Sellers Rank: #363,292 in Books (See Top 100 in Books) #57 inÂ Books > Business & Money > Marketing & Sales > Marketing > Industrial

## Customer Reviews

One of the best books I have read on product management. Real world examples related to the capital equipment markets you can use right after reading the book.

[Download to continue reading...](#)

Equipped to Win Weapons, Gear, and Uniforms of World War I (Equipped for Battle) Microsoft Win32 Developer's Reference Library - (Microsoft Developers Library Win 32 BASE SERVICES (Microsoft Win 32 - Base Services) Heads I Win, Tails I Win: Why Smart Investors Fail and How to Tilt the Odds in Your Favor Habit 4 Think Win-Win: The Habit of Mutual Benefit (7 Habits of Highly Effective People Signature) Confessions of a Real Estate Entrepreneur: What It Takes to Win in High-Stakes Commercial Real Estate: What it Takes to Win in High-Stakes Commercial Real Estate How to Fail at Almost Everything and Still Win Big: Kind of the Story of My Life The Cave Temples

of Po Win Taung, Central Burma: Architecture, Sculpture and Murals The Artist's Guide to Public Art: How to Find and Win Commissions One Move at a Time: How to Play and Win at Chess...and Life The Girls of Atomic City: The Untold Story of the Women Who Helped Win World War II How to Win Friends and Influence People in the Digital Age Snap Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers Born to Win: The Ultimate Seminar Extreme Ownership: How U.S. Navy SEALs Lead and Win Hidden Figures: The American Dream and the Untold Story of the Black Women Mathematicians Who Helped Win the Space Race An End to Evil: How to Win the War on Terror Win the Day! 2013 Mini Day-to-Day Calendar: Daily Quotations to Help You Achieve Your Personal Best Win at Checkers My Big Art Show: A Card Game + Book - Collect Paintings to Win

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)