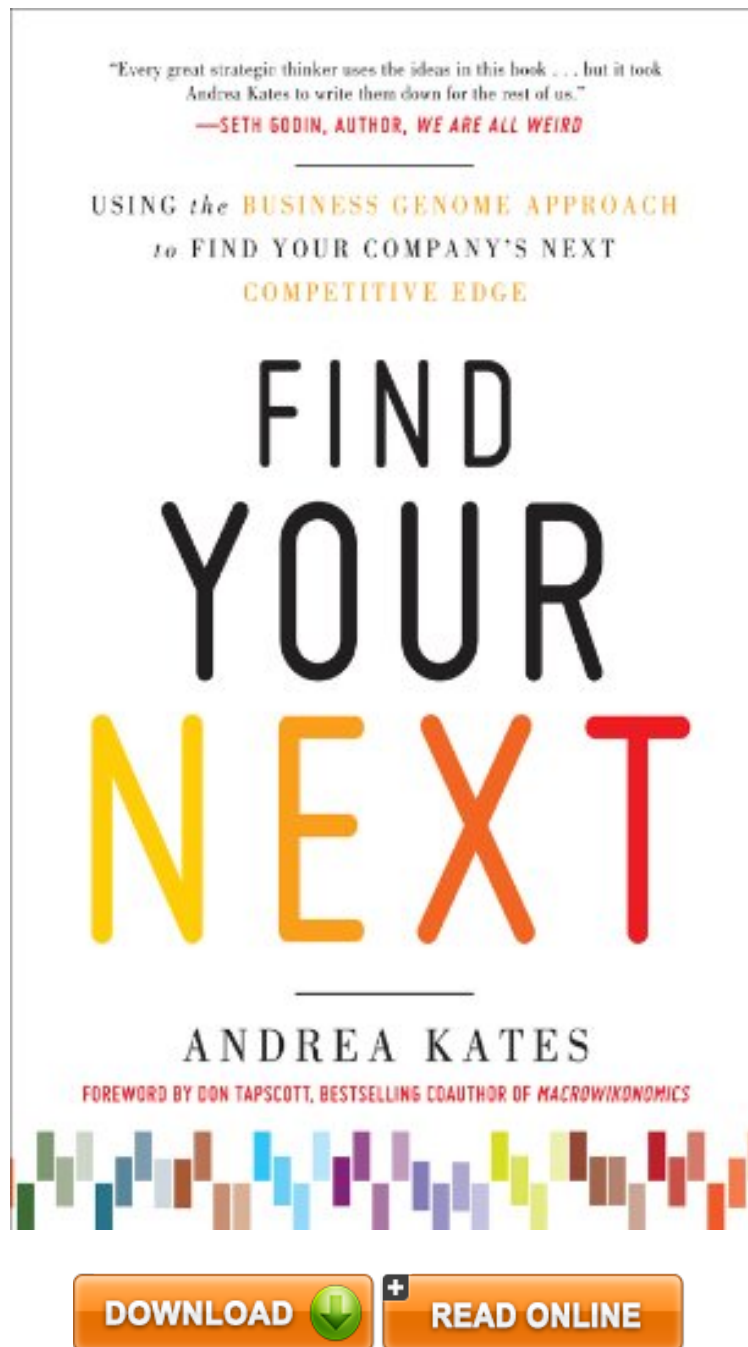


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Find Your Next: Using the Business Genome Approach to Find Your Company's Next Competitive Edge (Business Books)

Andrea Kates

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Combat flat sales, capture new markets, and drive innovation using the Business Genome approach The Business Genome is a proprietary database that tracks company data, maps it across data of all industries, detects patterns, and determines precisely how that company should plan for the future. In Find Your Next, Business Genome creator Andrea Kates explains how to ensure growth and prosperity in years to come. She provides the tools you need to create you business ldquo;genome,rdquo; or DNAdash;your companysquo;s unique position in todayrsquo;s market based on strengths, challenges, industry trends, and other factorsmdash;match it to that of a successful company in another industry, then model your own decisions on those of the matching company.

About the AuthorAndrea Kates created the Business Genome approach to synthesize the insights she acquired during 15 years as the leader of more than 250 strategy initiatives for global corporations as well as entrepreneurs. Her client list includes Hewlett-Packard, Royal Dutch Shell (Asia-Pacific), JPMorgan Chase, Brinker International, Humana, KPMG, and the Houston Texans (NFL).