



Biz Books AND Breakfast

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How Companies Win, by Kash & Calhoun



BOOK SUMMARY

This is recommended reading for executives facing the need to grow revenues in a sluggish economy. Kash and Calhoun provide a comprehensive discussion of what is going on — namely the shift from a world driven by your supply chain to one driven by a new demand chain. The demand driven world described by Kash and Calhoun explains why and how companies need to change their approach to win in the future.

KEY POINTS

- Just about every company's strategy is based on the idea that demand is greater than supply and all that they have to do is be better than the competition and the money will flow. Kash and Calhoun make a strong argument that the economy has shifted with more supply than demand.
- There are numerous companies that have failed to anticipate or strategically respond to the era-defining impact of the Internet on business.
- Today's companies operate in an environment in which an overabundance of product intersects a decidedly more distracted customer who has an entire globe of competitors from which to choose.
- The solution to continued success, the authors suggest, rests in a corporation's ability to find what they refer to as "deep profit pools."
- One of the most critical observations executives should take away from *How Companies Win* is that attempting to be all things to all customers is now the fastest recipe for disaster. Instead, the authors suggest companies pare down their audience into only the one or two segments where allegiance and profits run deep.