



Niche

By James Harkin

Little Brown Book Group, London, UK, 2012. Soft cover. Book Condition: New. There is a new rule in business: don't aim for the middle market - unless you're cheaper than cheap you're going to fail. Instead find a Niche and reap the rewards. Woolworths suffered from a lack of identity and found that low quality and low price wasn't enough; General Motors crashed as motorists failed to distinguish between cars in their range. Yet HBO Moleskine and specialist media like The Economist have all concentrated on being the best they can be - and customers have flocked to them as a result. For sixty years our cultural consumption has been controlled by the giants of the mass market. But thanks to the recession they have become weak and defensive and are now in a desperate fight for their lives. From this new cultural terrain the niche has evolved to become the place where innovation flourishes and sales take off. From the author of CYBURBIA comes a superb examination of the growing proportion of economic political and cultural activity aimed not at the mainstream audience but at tightly defined but globally scattered niches bound together by the power of the net....



READ ONLINE
[6.13 MB]

Reviews

This book is definitely worth acquiring. I have go through and so i am certain that i will likely to read through again again in the future. Its been printed in an exceptionally basic way in fact it is only after i finished reading this publication in which actually altered me, change the way in my opinion.

-- **Andres Bashirian**

Comprehensive guide for publication fanatics. This really is for all who statte there had not been a well worth reading through. I discovered this ebook from my dad and i encouraged this book to find out.

-- **Lacy Goldner**