



# Profit Power Economics: A New Competitive Strategy for Creating Sustainable Wealth

By Mia A.M. de Kuijper

Oxford University Press Inc. Hardback. Book Condition: new. BRAND NEW, Profit Power Economics: A New Competitive Strategy for Creating Sustainable Wealth, Mia A.M. de Kuijper, Profit Power Economics is the first comprehensive manual of competitive strategy and value-investing for the economic realities of the 21st century, an age in which information costs are getting close to zero and everyone is connected. This book offers a new economic paradigm for our age-and the tools to make the most of it. Readers learn to apply these rules step-by-step to navigate today's new challenges: to choose among vastly expanded investment opportunities; exploit unprecedented freedom to structure and manage modern global enterprises; win in new 3-dimensional corporate competition; and tailor strategies to new powerlaw market dynamics. Profit Power Economics includes lively lessons from the author's experience and examples from other successful investors and enterprises-all in the context of cutting-edge economics. Visionary strategist, experienced corporate executive, banker, and economist Mia de Kuijper takes readers from first principles to practical applications. She offers new ideas and concepts, illustrated with lively lessons from her own experience and from other successful investors and organizations. Profit Power Economics gives readers a clear grasp of the underlying forces that are...



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