



Jim Champy on What's Really Working in Business (Collection)

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Jim Champy revolutionized business with *Reengineering the Corporation*. Now, in these three concise, fast-paced books, he's done it again — revealing today's most innovative strategies for breakthrough business success. *Deliver!: How to Be Fast, Flawless, and Frugal* shows how to leverage the rich treasure of potential competitive advantage hidden in your operations. Through five case studies, he presents organizations performing at “impossible” levels — thanks *not* to strategy, but to goals, discipline, details, and *gritty, everyday execution*. Next, in *Outsmart!: How to Do What Your Competitors Can't*, Champy reveals the winning strategies of “high velocity” companies, identifying eight powerful ways to compete in even the most brutal marketplace. You'll discover how to find distinctive market positions and sustainable advantages in products, services, delivery methods, and niches nobody else ever considered. Finally, in *Inspire!: Why Customers Come Back*, Champy shows how to define a consistent value proposition your customers will be passionate about—and will stay passionate about. You'll learn how to engage a new generation of customers who value transparency and authenticity above all, and transcend mere “marketing” to lead crusades customers want to join.

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