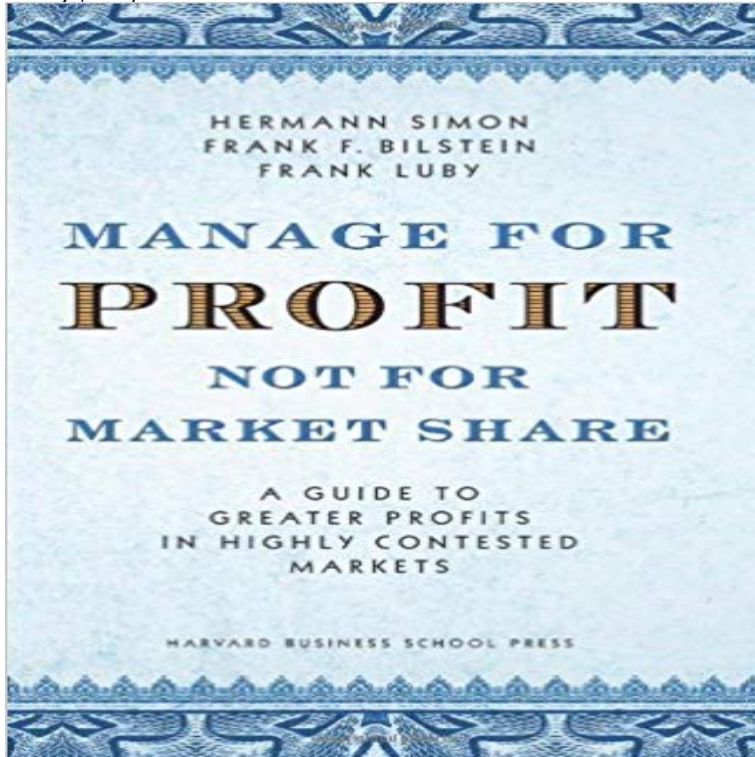


Manage For Profit, Not For Market Share: A Guide to Greater Profits In Highly Contested Markets



How do companies in mature markets where savings from cost-cutting have been exhausted and breakthrough innovations are hard to come by achieve sustainable increases in profits? For decades, managers have been told the answer lies in pursuing high market share. But Hermann Simon, Frank F. Bilstein, and Frank Luby argue that this misguided advice has destroyed, rather than created, an additional profit potential. In *Manage for Profit, Not for Share*, the authors contend that companies can extract a profit potential of 1%-3 % of revenue by pursuing a profit, rather than a market share, orientation. Based on their extensive consulting work, the authors lay out a practical, proven program for making significantly more money by reconfiguring the marketing mix to sell existing products and services in different ways. The book offers practical strategies managers can use to differentiate mature products, raise prices effectively, time promotional activities properly, better understand consumer preferences, and more. A convincing counterargument to the reigning market share dogma, this book outlines the new mind-set and tools managers will need to bring their companies closer to peak profit performance.

Abravanel's *World of Torah*, upon completion, will comprise a multi-volume set of Don Yitzchak Abravanel's commentary to the Five Books of Moses. This series is not a linear translation but rather a methodical, structured interpretation of Abravanel's commentary. It is designed to be read and studied independently or can be used as an excellent guide and helpful companion to the Hebrew original.

Abravanel's *World of Torah: Bereshit* was originally published by Torah Renaissance Press in 2012. This was followed by a Second Printing (2nd Ed.) in 2013 and a Third Printing in 2014.

Abravanel's *World of Torah: Shemot Volume I* covers the first six parshiyot in Sefer Shemot. This volume features a systematic translation of Abravanel's classic commentary beginning with Parashat Shemot until the end of Parashat Mishpatim, plus much more.

Abravanel's *World of Torah: Shemot Volume II* concludes Sefer Shemot. It features an in depth analysis of the Mishkan (Tabernacle), the Thirteen Attributes, and much more.

Vayikra is due out in the Spring of 2017.

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