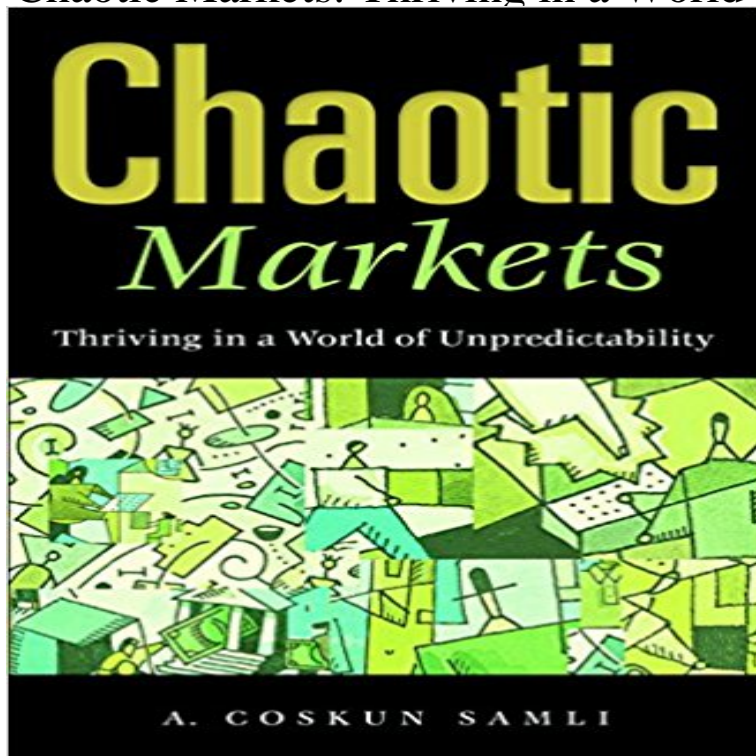


Chaotic Markets: Thriving in a World of Unpredictability



Drawing from decades of research, teaching, and consulting in the fields of marketing and strategy, the author demystifies the forces of market chaos, including technological change, globalization, and consumer behavior, showing readers how to identify those forces that can be turned to their competitive advantage. Featuring dozens of illustrative examples, of both winners and losers, and concluding each chapter with a series of questions designed to help readers apply the books principles in their own organizations, Samli demonstrates how to detect changes in market conditions early, uncover latent customer needs, create new products and services, and maintain a competitive edge. There is no doubt that the business environment has become increasingly unpredictable. Yesterdays market leaders become tomorrows has-beens; upstarts take on established giants; customers flock to new technologies while demanding old-fashioned customer service; and, of course, the Internet and the forces of globalization are accelerating the pace of change. Learning how to survive?and thrive?in this environment is of utmost importance for any company that intends to stick around. Drawing from decades of research, teaching, and consulting in the fields of marketing and strategy, the author demystifies these chaotic forces, identifying the pressures on business that create uncertainty, but also the potential for innovation for those who recognize opportunities to strengthen their competitive position. Featuring dozens of illustrative examples of both winners and losers, Samli shows readers how to turn market chaos and uncertainty to their advantage. Concluding each chapter with a series of questions designed to help readers apply the books principles in their own organizations, Samli demonstrates how to detect changes in market conditions early,

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