

ABOUT THE BOOK

The focus of this book is to emphasize on the importance of leveraging what competitors have kicked out to make the firm that leverages such garbage more strategically placed to compete. The book seeks to encourage business leaders not to ignore what their competitors have kicked out, rather try as much as they can to see what they can learn from the garbage in order to achieve competitive advantage for their businesses.

The idea here is to challenge business leaders to the realization that the answer to the business success they are seeking could be hidden in what rival companies consider garbage. It is very likely that the question as to how business leaders can outwit and outmaneuver their competitors may be provided by the very competitors themselves, by what they kick out their door.

FROM THE AUTHOR OF



COMPETITORS' GARBAGE YOUR BIG WIN

TIM MWANGI

COMPETITORS' GARBAGE YOUR Big win

TIM MWANGI, MBA