

How to Drive Your Competition Crazy



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How to Drive Your Competition Crazy



1

Know yourself

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2

Know your customer

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3

Know your enemy

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4

Focus on the customer

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5

Seize the day

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6

Create your own day

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7

Niche thyself

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**Unique ability
to provide**

Stupid

X

Dotcom

Price

Value to customer

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8

Make good by doing good

9

Convert competition to co-opetition

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10 Play with their minds