How to Drive Your Competition Crazy

1. Know yourself
How to Drive Your Competition Crazy

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
6 Create your own day
7 Niche thyself
Unique ability
to provide

Price

Value to customer

Dotcom

Stupid

X
Make good by doing good
9 Convert competition to co-opetition
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10 Play with their minds