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ISLANDS OF PROFIT IN A SEA OF RED INK: WHY 40 PERCENT OF YOUR BUSINESS IS UNPROFITABLE AND HOW TO FIX IT (HARDBACK)



Penguin Putnam Inc, United States, 2010. Hardback. Book Condition: New. New.. 229 x 152 mm. Language: English . Brand New Book. Top companies around the world turn to MIT's Jonathan Byrnes to figure out where the profit is. Using his systematic process for analyzing profitability, they can quickly determine which parts of the business are worth expanding and which are just a drain on resources. Then, using Byrnes's profit levers, they can turn unprofitable business into good business...

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- Authored by Jonathan L S Byrnes
- Released at 2010



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Reviews

This is the finest publication we have read through right up until now. Better then never, though i am quite late in start reading this one. Its been written in an remarkably easy way in fact it is only after i finished reading through this book by which basically altered me, affect the way i think.

-- **Dr. Gabriella Hayes**

Undoubtedly, this is actually the greatest job by any author. This can be for those who statte there was not a worthy of studying. I am delighted to inform you that this is actually the greatest publication i actually have read within my very own daily life and could be he greatest book for ever.

-- **Perry Reinger**

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