



## Momentum: How Companies Become Unstoppable Market Forces (Hardback)

By John Volkmann

Harvard Business Review Press, United States, 2002. Hardback. Condition: New. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. When it comes to new products and services, what moves customers to buy? Why do they choose one product over another? What makes them bank on a company s future? These are the billion-dollar questions facing all companies competing in highly connected markets - and today s answers will determine tomorrow s market leaders. In this book, marketing and communications experts Ron Ricci and John Volkmann argue that the unique features of digital products - and of consumer goods that contain digital components - force customers to consider the viability of the company behind the solution to their problems. Picking a losing company could mean getting stuck with products that can t be upgraded or services that can t be extended. So customers buy from the company that they believe will be the long-term - indeed, the inevitable - winner.They buy from the company that has what the authors call momentum. More than sheer motion, momentum is mass, speed, and direction, combined in a...



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