



The Big Idea

Robert Jones

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Today's marketplace is a war of ideas. Unless you stand for something you won't stand out. Nowadays anyone can copy your product, or even your business model. What they can't copy is your worldview, your attitude, your special way of doing things. So the war in the marketplace will be a war of ideas. The Big Idea maps this new territory and shows how big ideas make great companies. Unlike business models or the catchphrases of management gurus, a big idea is emotional. And unlike corporate ideologies, vision or brand, it is shared between customers and employees alike. Companies who have distinguished themselves with a big idea include: Virgin (not British Airways) John Lewis (not Debenhams) Apple (not IBM) Ikea (not MFI) Orange (not Cellnet) Customers don't just buy from these companies, they buy into them - they choose them not through economic logic, but emotional logic. As products and services become more and more similar, emotional logic will become the single most important business driver. The benefits of appealing to it can already be seen: Orange has a much lower turnover of customers than Cellnet and Ikea operates in over 23 countries while MFI only does business in Britain. A big idea isn't just a cute thing to have: it's the spark that makes places thrive while others just exist.

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Helen Turner:

People live in this new day of lifestyle always try to and must have the time or they will get great deal of stress from both lifestyle and work. So , when we ask do people have extra time, we will say absolutely sure. People is human not a robot. Then we inquire again, what kind of activity are there when the spare time coming to you of course your answer will probably unlimited right. Then do you try this one, reading guides. It can be your alternative in spending your spare time, the particular book you have read is The Big Idea.

Rosa Crowe:

Reading can called brain hangout, why? Because if you find yourself reading a book specifically book entitled The Big Idea your mind will drift away trough every dimension, wandering in each and every aspect that maybe mysterious for but surely can become your mind friends. Imaging each and every word written in a publication then become one form conclusion and explanation that will maybe you never get before. The The Big Idea giving you a different experience more than blown away your mind but also giving you useful info for your better life with this era. So now let us demonstrate the relaxing pattern this is your body and mind is going to be pleased when you are finished looking at it, like winning a. Do you want to try this extraordinary shelling out spare time activity?

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Billy Salazar:

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