



Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees

Wayne C. Burkan

[Download now](#)

[Click here](#) if your download doesn't start automatically

Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees

Wayne C. Burkan

Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees Wayne C. Burkan
Praise for Wide Angle Vision

"In this book, Wayne Burkan shows us that the vantage points from which we view and act can earn us critical advantages if we are willing to stretch our thoughts and practices beyond the edge of conventional thinking." - Robert W. Galvin Chairman of the Executive Committee and former CEO of Motorola

"Wayne Burkan's Wide-Angle Vision is a very pragmatic and useful guide to dealing with and implementing change. His concept of 'edge' as it relates to customers, employees, and competitors should help many organizations struggling with the rapidly changing marketplace and the endless panaceas being promoted." - David R. Stamper Vice President and General Manager, Hitachi Data Systems, Latin American Division

"At Southwest Airlines, we redefined air transportation by utilizing 'edge thinking.' Wayne Burkan is offering a 'flight plan' that if studied, understood, and followed, will improve your bottom line for the long term. If you really want to be on the 'leading edge' for your product or service, this is the place to begin." - Howard Putnam Speaker, author, and former CEO of Southwest Airlines

"Wayne Burkan has brought our attention to a great source of potential opportunities for profitable growth if we take his advice and really listen to those challenging customers, potential customers, small competitors, and unhappy employees whom we often want to dismiss as difficult." - D. H. Davis President and Chief Operating Officer, Rockwell International Corporation

"Strategically thought-provoking! It's just what busy leaders need to ensure they are focused on gaining a competitive edge. An easy-to-read wake up call for organizations and managers. Wayne Burkan challenges us to confront the perils of tunnel vision and the promise of a wider perspective. So simple, so clear, so right!" - Donald Himelfarb

President, Thrifty Rent-A-Car System, Inc.

Conventional business wisdom says to get close to your best customers, watch your biggest competitors, and reward your model employees. This controversial book offers a contrarian viewpoint and introduces a dynamic new way to compete-by broadening your focus beyond mainstream thinking to spot the critical opportunities at the edge of your core business. Wide-Angle Vision opens your eyes to the "edge," from "little guy" competitors preparing to take over the market to disgruntled customers and maverick employees whose complaints can lead to great ideas for change.

Listening to complaining employees pays off. That's where the idea for Java(r) , Sun Microsystems' successful Internet programming system, came from. With Wide-Angle Vision, now you can learn how to use "edge" groups to sharpen your competitiveness by reducing surprise, increasing innovation, and satisfying customers.

Filled with compelling examples from a range of industries and drawing on Wayne Burkan's extensive consulting experience with IBM, Ford, and others, Wide-Angle Vision equips you with specific action techniques that can enable you to:

- * Anticipate crises before they occur by using "splatter vision," scenarios, and benchmarking
- * Find breakthrough solutions to difficult problems by looking outside your field
- * Create powerful, flexible teams that work-from "edge" teams to ideal teams
- * Reduce resistance to organizational change through skillful timing, finding perfect change agents, and more
- * Reengineer with lower risk and greater efficiency, using an effective seven-step plan for change
- * Avoid tunnel vision by broadening your perspective-to the edges of what's happening in the mainstream

In today's rapidly changing marketplace, opportunities are all around you. Wide-Angle Vision gives you the power to look them in the eye and develop the daring skills you

 [Download Wide-Angle Vision: Beat Your Competition by Focusi ...pdf](#)

 [Read Online Wide-Angle Vision: Beat Your Competition by Focu ...pdf](#)

Download and Read Free Online Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees Wayne C. Burkan

From reader reviews:

Celina Ziolkowski:

The book Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees can give more knowledge and information about everything you want. So just why must we leave the good thing like a book Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees? A few of you have a different opinion about publication. But one aim which book can give many facts for us. It is absolutely correct. Right now, try to closer with the book. Knowledge or facts that you take for that, you are able to give for each other; you may share all of these. Book Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees has simple shape however you know: it has great and big function for you. You can appearance the enormous world by wide open and read a e-book. So it is very wonderful.

Avery Thomas:

A lot of people always spent their particular free time to vacation or perhaps go to the outside with them family members or their friend. Did you know? Many a lot of people spent they free time just watching TV, or perhaps playing video games all day long. If you need to try to find a new activity this is look different you can read some sort of book. It is really fun to suit your needs. If you enjoy the book that you just read you can spent all day every day to reading a publication. The book Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees it is quite good to read. There are a lot of folks that recommended this book. These people were enjoying reading this book. In the event you did not have enough space to deliver this book you can buy often the e-book. You can m0ore easily to read this book from a smart phone. The price is not very costly but this book possesses high quality.

Linda Fite:

That guide can make you to feel relax. This particular book Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees was multi-colored and of course has pictures on the website. As we know that book Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees has many kinds or category. Start from kids until young adults. For example Naruto or Private investigator Conan you can read and feel that you are the character on there. Therefore not at all of book are make you bored, any it offers you feel happy, fun and loosen up. Try to choose the best book to suit your needs and try to like reading that will.

Myron Mendez:

A number of people said that they feel bored stiff when they reading a publication. They are directly felt that when they get a half regions of the book. You can choose typically the book Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees to make your own personal reading is interesting. Your own personal skill of reading ability is developing when you just like

reading. Try to choose simple book to make you enjoy to study it and mingle the sensation about book and looking at especially. It is to be very first opinion for you to like to available a book and go through it. Beside that the e-book Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees can to be your new friend when you're feel alone and confuse in what must you're doing of that time.

Download and Read Online Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees Wayne C. Burkan #Q1YA2LIJWDR

Read Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees by Wayne C. Burkan for online ebook

Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees by Wayne C. Burkan Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees by Wayne C. Burkan books to read online.

Online Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees by Wayne C. Burkan ebook PDF download

Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees by Wayne C. Burkan Doc

Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees by Wayne C. Burkan Mobipocket

Wide-Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers, and Rogue Employees by Wayne C. Burkan EPub