



The Power Point

Michael E. Gerber

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There is, for any great business, a decisive place to be, in the minds of customers, competitors and employees. That place is the company's power point, and this book is about how to find that place. This book is an expansion of ideas on marketing from *The E-Myth*. It suggests a step-by-step process through which a company can obtain a sound position in any market, in any economy, no matter how great the competition, if it understands the perceived needs of its consumer and how those perceived needs are continually being frustrated as the consumer attempts to satisfy them.

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