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The authors offer compelling evidence
that simplifying a product or service is

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Simplify: How the Best Businesses in the World Succeed ...

In Simplify, Richard Koch reveals the formula followed by history's most successful businesses - from Ford and Wal-Mart, to Amazon and Uber - to transform industries and sell billions. What industry will you revolutionize?

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There are two ways to simplify: 1)
Price-simplifying involves a redesign of
the product and possibly industry so

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World succeed that prices are cut by 50% or more.

Demand does not double, it increases exponentially (Ford, McDonald's, IKEA, and Southwest Airlines). 2)

Proposition-simplifying involves creating a product that is useful, appealing, and easy to use.

Simplify: How the Best Businesses in the World Succeed by ...

The principle Koch and Lockwood have discovered behind extraordinarily successful businesses is simplifying.

Some simplify on price - take

Ryanair's budget flights which still take you from A to B, but so cheaply that

nearly everyone can afford them,

multiplying the size of their market -

and some simplify on proposition, such as Apple's ...

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Investor and successful entrepreneur Richard Koch and venture capitalist Greg Lockwood have spent years researching what makes successful companies—such as IKEA, Apple, Uber, and Airbnb—achieve game-changing who status. The answer is simple: They Simplify. Take Your Business from Startup to Game Changer. Start simplifying today.

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You'll learn how to:

- Decide which simplifying strategy is the best option for your business
- Model your business as a price or proposition simplifier
- Make your products and services more useful and better looking
- Spike demands and create markets that didn't exist before
- Redesign your ...

Simplify: How the Best Businesses in the World Succeed

The basic idea behind the book 'Simplify' are two 'principles'. They are valid for very different types of businesses from furniture (Ikea) to cars (Ford), from hamburger restaurants (McDonalds) to consultants (Boston Consulting) and seem to be fundamentally valid over decades. The two principles are

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World Success
Review of the Book: "Simplify: How
the Best Businesses in ...

- Decide which simplifying strategy is the best option for your business
- Model your business as a price or proposition simplifier
- Make your products and services more useful and better looking
- Spike demands and create markets that didn't exist before
- Redesign your business process and transform your industry in nine steps

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Simplify: How the Best Businesses in the World Succeed Paperback – Sept. 11 2018 by Richard Koch (Author), Greg Lockwood (Author) 4.8 out of 5 stars 84 ratings

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SIMPLIFY explains with elegant beauty the raging success of McDonalds, Ford, Google, Facebook, IKEA, Southwest Airlines, Uber, FanDuel, InfusionSoft, Starbucks, Apple Computer, Dell, Microsoft, Sony, Amazon, EBay and Boston Consulting Group.

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