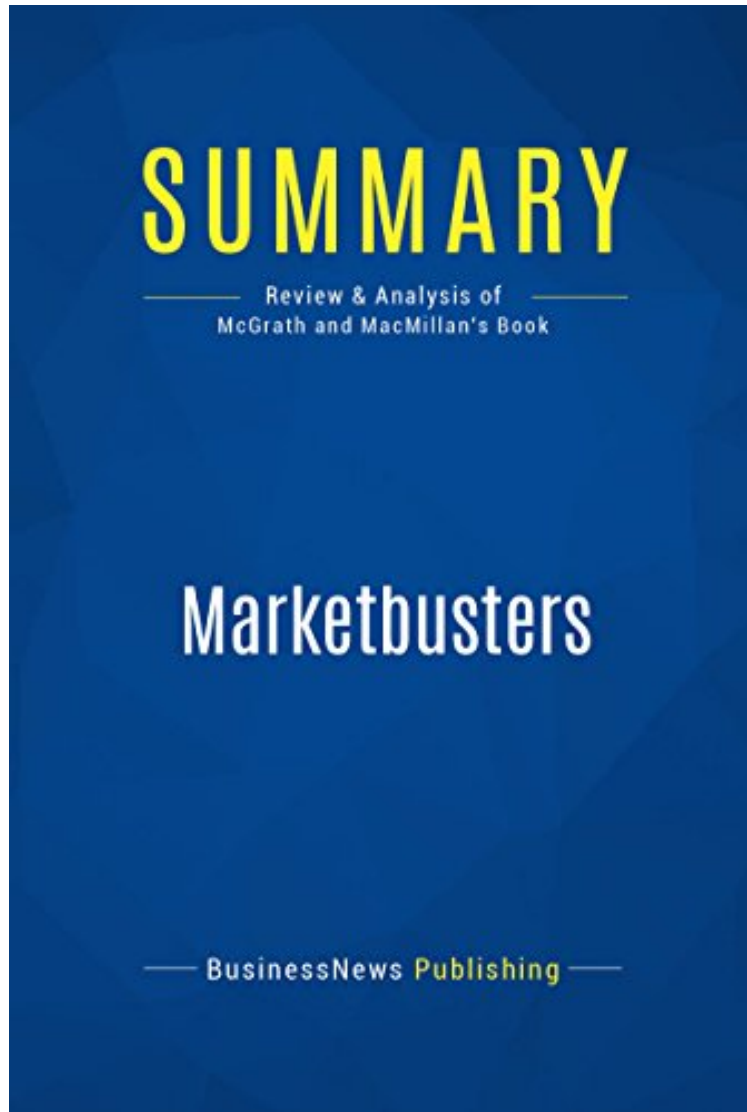


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The must-read summary of Rita McGrath and Ian MacMillan's book: "Marketbusters: 40 Strategic Moves that Drive

Exceptional Business Growth". This complete summary of the ideas from Rita McGrath and Ian MacMillan's book "Marketbusters" explains how a "marketbuster" is defined as a powerful strategic move that alters the competitive landscape in such a way that it puts your company on the road to high long-term growth. In their book, the authors present their research into the moves and present five approaches that will lead to marketbusters. This summary provides the reader with key business tools to create a future winning strategy. Added-value of this summary: Save time; Understand key concepts; Expand your knowledge. To learn more, read "Marketbusters" and find out how you can develop your strategy to include moves that will change your position in the game forever.