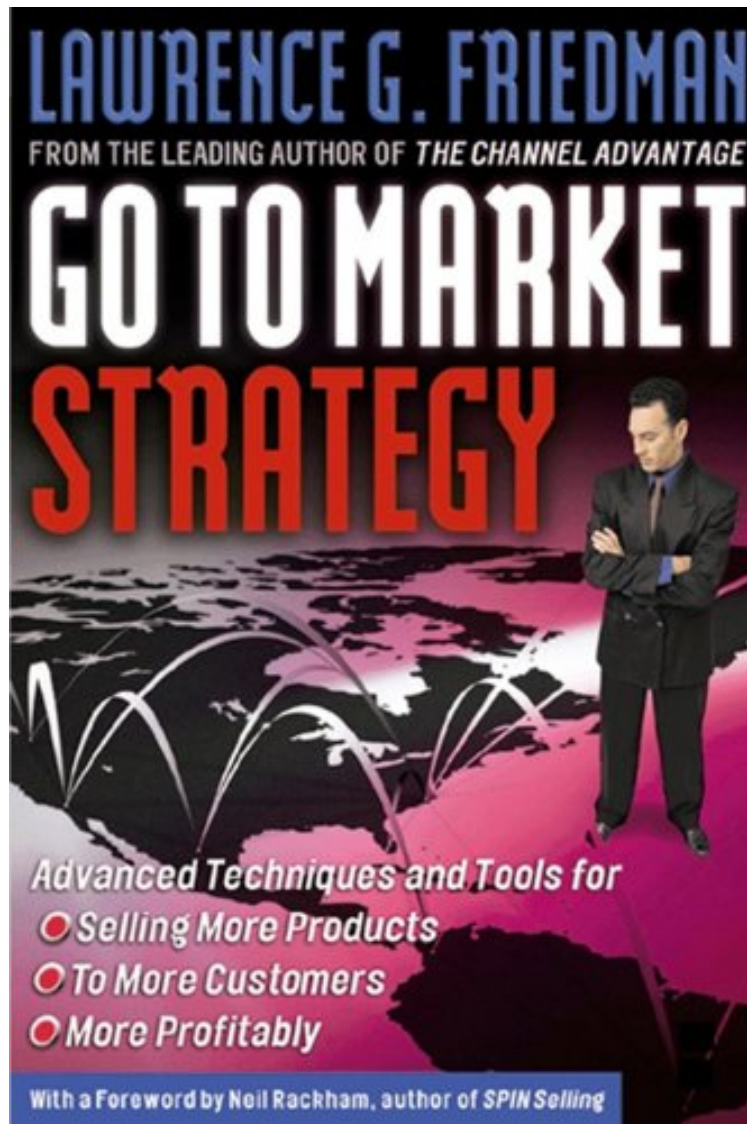


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## Go To Market Strategy

*Lawrence Friedman*

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**Lawrence Friedman : Go To Market Strategy** before purchasing it in order to gage whether or not it would be worth my time, and all praised Go To Market Strategy:

2 of 2 people found the following review helpful. This book seriously needs a 2015 update. Without a ...By Steve P  
This book seriously needs a 2015 update. Without a doubt, the GTM fundamentals are here - but this was written far before ecommerce had grown to dominance, being many companies' primary channel these days - If you have any type of online business, mobile app, etc., you'll laugh out loud at some of the dated comments and survey results regarding "making a purchase, or purchase decision, using the internet". The second instance of "dot.bomb" had me worried about reading any further. But, it certainly has helped me think about the market, our customer, and

distribution partners in a way I hadn't before. 0 of 0 people found the following review helpful. Well structured, good read, but mostly targeted larger companies. By Thomas Husfeldt Well structured, guide like book. No real eye openers but a lot of often forgotten common sense (but apparently not so obvious anyway as many have failed following it) - that added together in a structured way adds a lot of value. My biggest complain is that this is mostly targeted rather large companies - but even so most of the examples and guides can easily be adjusted and tailored to simpler models suitable for a smaller company also. 0 of 0 people found the following review helpful. ... about this topic and I thought this was a great overview. By Caitlin I knew nothing about this topic and I thought this was a great overview.

In this path-breaking new book, best-selling author and leading go-to-market strategist Larry Friedman provides a practical and battle-tested approach for taking products, services, divisions, or even an entire company to market! Drawing on dozens of examples and best-practices across a variety of industries, 'Go To Market Strategy' lays out a clear and actionable blueprint for building a winning go-to-market plan - one that will enable you to do more business, with more customers, more often, and more profitably. In this book you'll find all of the techniques and tools you need to answer today's crucial go-to-market questions: Which markets offer the best opportunities for profitable growth? What do my target customers need? How can I do a lot more business with them? What mix of channels and partners will help me reach and sell to the most customers at the lowest possible cost? Do I have the right product or solution? How can I create broader customer interest in my offerings? Do I have a winning value proposition? What would make the 'message' more compelling - and drive more purchasing activity? 'Go To Market Strategy' is not about incremental change. As Friedman points out, it is for executives seeking nothing less than double-digit revenue growth and the slashing of at least 10-15 percent of selling costs - absolutely realistic results that go-to-market innovators have consistently achieved. This book lays out all of the techniques used by the world's top go-to-market leaders, so you too can achieve those kinds of results, and gain a real go-to-market competitive advantage in your markets.

Endorsements for 'Go To Market Strategy': 'Go To Market Strategy is one of the best books I have read about getting into any market. It is an extremely systematic and practical guide for choosing, entering and capturing markets. Do not develop your channel strategy until you've read this book.' - Philip Kotler, S.C. Johnson Son Distinguished Professor Of International Marketing, Kellogg School of Management, Northwestern University 'Go To Market Strategy is another great book from Larry Friedman for hands-on business leaders. The book is filled with sage advice and common sense for connecting customers with products. It can really make a difference in your business results.' - Mark Templeton, Chief Executive Officer, Citrix Systems 'The implementation of a comprehensive, multi-channel go to market strategy is key for any company to achieve profitable growth. In this insightful book, Larry Friedman provides an excellent framework, supported by practical examples, which will help any executive develop a sound strategy.' - Sergio Giacometto, Executive Vice President, Oracle Corporation 'This book will help you tap into the next real window of opportunity: go-to-market competitive advantage. Highly recommended.' - Mark Hildebrand, Chief Executive Officer, Crowe Chizek and Company, member Horwath International 'Go to Market Strategy is a burning bush of wisdom that gets the fundamentals of focus, discipline and execution neatly aligned. A must-read!' - Dale Moss, Director of Sales Worldwide, British Airways From the Publisher In this path-breaking new book, best-selling author and leading go-to-market strategist Larry Friedman provides a practical and battle-tested approach for taking products, services, divisions, or even an entire company to market! Drawing on dozens of examples and best-practices across a variety of industries, 'Go To Market Strategy' lays out a clear and actionable blueprint for building a winning go-to-market plan - one that will enable you to do more business, with more customers, more often, and more profitably. In this book you'll find all of the techniques and tools you need to answer today's crucial go-to-market questions: Which markets offer the best opportunities for profitable growth? What do my target customers need? How can I do a lot more business with them? What mix of channels and partners will help me reach and sell to the most customers at the lowest possible cost? Do I have the right product or solution? How can I create broader customer interest in my offerings? Do I have a winning value proposition? What would make the 'message' more compelling - and drive more purchasing activity? 'Go To Market Strategy' is not about incremental change. As Friedman points out, it is for executives seeking nothing less than double-digit revenue growth and the slashing of at least 10-15 percent of selling costs - absolutely realistic results that go-to-market innovators have consistently achieved. This book lays out all of the techniques used by the world's top go-to-market leaders, so you too can achieve those kinds of results, and gain a real go-to-market competitive advantage in your markets. About the Author Larry Friedman is CEO of The Sales Strategy Institute, an international go-to-market strategy and planning firm based outside Washington, DC. He is lead author of the best-seller *The Channel Advantage* (Butterworth-Heinemann, 1999) and co-author of the influential book, *Getting Partnering Right* (McGraw-Hill, 1996). Widely credited with establishing go-to-market strategy as a core focus of the corporate boardroom, Larry is recognized as a pioneer in the field of multi-channel integration and one of the world's leading experts on business partner channels. Over the past fifteen years, he has consulted to executives at a third of

the Fortune 100, and has assisted in the negotiation of over 200 strategic alliances and partnerships on site in 21 countries. He is a sought-after guest speaker and lecturer throughout the US, Europe and Asia. Larry and his wife Kim reside in Reston, Virginia. Please visit [www.ssiadvantage.com](http://www.ssiadvantage.com).