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INTRODUCTION 1 INTRODUCTION ISLANDS OF PROFIT in a sea of red ink. The fundamental premise of this book is an astonishing proposition: nearly 40 percent of every company is unprofitable by any measure, and 20 to 30 percent is so profitable that it is providing all the reported earnings and cross-subsidizing the losses.

INTRODUCTION - Islands of Profit in a Sea of Red Ink | New

In Islands of Profit in a Sea of Red Ink, Jonathan Byrnes reveals an uncomfortable truth: It's possible for every manager to meet or exceed budget targets and for the company to still have an enormous portion of its business remain unprofitable.

The Book | Islands of Profit in a Sea of Red Ink

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A profit map is a shrewd way to conceptualize the relationships among your customers, products, services, and transactions. Here are the five steps to creating your plan. 7 DELL MANAGES PROFITABILITY, NOT INVENTORY 65 Dell Computer was a second-tier PC provider until it learned the secrets of just-in-time inventory.

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