



Summary: Momentum: Review and Analysis of Ricci and Volkmann's Book

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The must-read summary of Ron Ricci and John Volkmann's book: "Momentum: How Companies Become Unstoppable Market Forces".

This complete summary of the ideas from Ron Ricci and John Volkmann's book "Momentum" shows that, in the marketplace of digital products, consumers make buying decisions based on the viability of the company offering the products or services. They don't want to buy products that cannot be upgraded in the future, or services that won't be able to be extended as new technologies become available. In their book, the authors explain that the central challenge for businesses today is to build and sustain momentum. This summary demonstrates the six key forces that you can implement in order to generate momentum in your company.

Added-value of this summary:

- * Save time
- * Understand key concepts
- * Expand your business knowledge

To learn more, read "Momentum" and discover the key to becoming the top consumer choice in today's digital product marketplace.

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