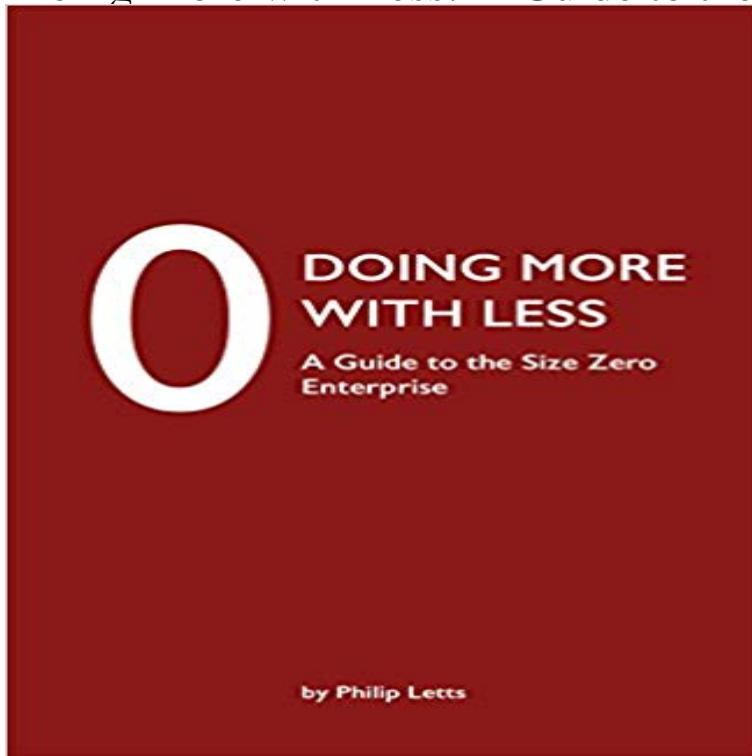


Doing More with Less: A Guide to the Size Zero Business



Doing More With Less, A Guide To The Size Zero Enterprise explores the phenomenon of the Size Zero Enterprise a new kind of business achieving greater results using fewer resources. The book shows how technology and economic necessity have spawned a new way of doing business which is altogether smarter and more efficient than anything that has gone before. It's about companies like Tesla, Apple, Uber and Unilever companies proving that success is not about size but about the intelligent deployment of human and material resources. Doing More With Less, A Guide To The Size Zero Enterprise takes the reader on a journey from the management principles of Size Zero through to practical tips on how to re-engineer your business to become fitter, leaner and smarter. It highlights the 10 essential strategies for Size Zero business using examples of real companies already achieving more with a lot less than their rivals. The book has been written by Philip Letts who has followed the Size Zero creed to run his own successful business, the blur Group, which is now the largest online marketplace for business services in the world.

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