



**Summary : Practically Radical - William C. Taylor: NotSoCrazy Ways to Transform Your Company, Shake Up Your Industry, and Challenge Yourself**

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**Complete summary of William C. Taylor's book: "Practically Radical: Not-So-Crazy Ways to Transform Your Company, Shake Up Your Industry, and Challenge Yourself".**

This summary of the ideas from William C. Taylor's book "Practically Radical" shows that today's markets are distinguished by disruption, hyper-competition and constant ongoing change. With that in mind, there's little point trying to be marginally better than your competitors who are probably locked into the same battles as you are for a declining market. In his book, the author highlights that in order to stand out today, you've got to become known for something special – something radical yet practical. This summary provides advice and guidance on how to do this and ensure that you separate yourself from the rest of the pack and build a sustainable competitive advantage.

#### **Added-value of this summary:**

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

**To learn more, read "Practically Radical" and discover the key to doing things differently and standing out in the crowded marketplace.**

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