



**FIRE  
SOMEONE  
TODAY**

**And Other Surprising Tactics for  
Making Your Business a Success**

**BOB PRITCHETT**

President and CEO of Logos Research Systems, Inc.

**A PDF COMPANION TO THE AUDIOBOOK**

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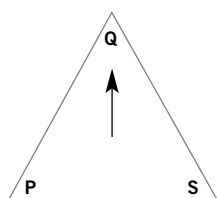
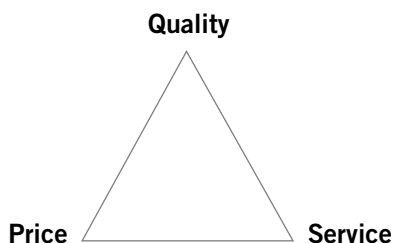
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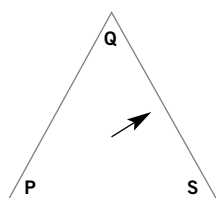
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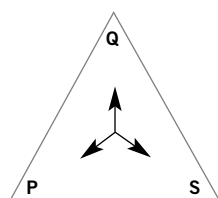
# 7 Quality, Price, Service— Prioritize



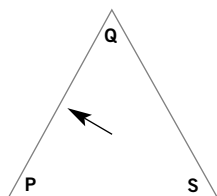
**Focused on Quality  
Strong Momentum**



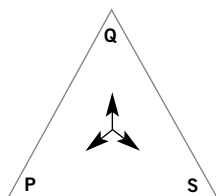
**Quality and Service  
Some Momentum**



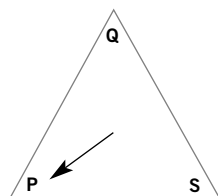
**All Three  
Spinning in Circles**



**Target**

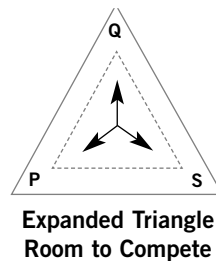
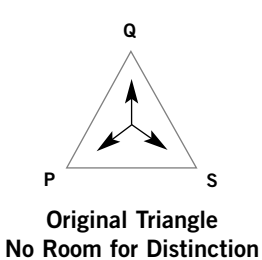


**Kmart**



**Wal-Mart**

Scenario	Decision Making at Target	Decision Making at Wal-Mart
Store Location	Find middle ground between expensive locations at the center of town and cheaper locations farther out.	It is cheaper on the edge of town.
New Teapot	Hire an architect to design a teapot that looks great but is still reasonably priced.	Buy a boatload of cheap teapots. Offer to buy two boatloads for a bigger discount.
Fashion	Balance style and cost. Hire models. Get celebrities to wear Target clothes during TV appearances.	Save money by having employees model house-brand clothes in advertisements.





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**Winning Takes 51%**

No Information

Perfect Information

