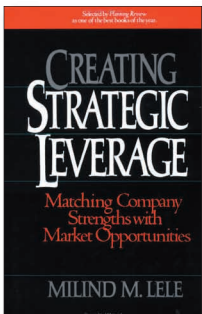
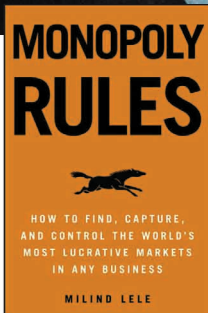


AUTHOR,
MONOPOLY RULES

Milind Lele



Highlights

Rules for achieving a 'monopoly'; that is, how to **be alone in the marketplace**, to (legally) own a space long enough to make some real money.

E.g., the Honda Odyssey, with its neatly disappearing seats that opened up a huge, carpeted cargo area, owned the market between 1999 and 2004.

Author, also, of *The Customer Is Key* and *Creating Strategic Leverage*.

Professor, University of Chicago Graduate School of Business.



Value

Monopolies exist around your company—market spaces in which your customers would think only of you. Milind Lele can help you **find them** and **know what to do with them**.

Milind Lele **knows how monopolies really work** and he teaches the principles by which you can **find, capture and control** the most lucrative markets in your business.

continued >>>

Behind every successful company
is a successful monopoly.

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Representation
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MILIND LELE

Value

>>> continued

A new way to think and take action. The New Competition is destroying many old monopolies, but it is also creating opportunities for new ones. The new monopolies don't require the conventional "competitive advantages" of a unique product, a strong brand, large scale and/or low cost. What is necessary—what Milind Lele offers—is:

The **vision** to anticipate how monopolies will emerge as customer needs and industry capabilities change.

The **imagination** to determine how best to seize and hold the favored competitive position.

Situation monopolies. The best of these new opportunities are situation monopolies, not asset-based monopolies. They capitalize on a situation in which no other company is meeting the customer's need. This is the sea change that few business strategists have recognized so far.

Finding new situations—not creating new assets—is the key to growth in the future.

How to keep it going. Because every situation eventually loses its unique value, you have to keep finding new ones. Milind Lele teaches

The art of monopoly leapfrog—finding new bits of firm ground to leap to and knowing when to jump.



CREDENTIALS

President & CEO, SLC
Consultants

Adjunct Professor, Marketing
and Business Policy,
Graduate School of
Business, University of
Chicago

Former visiting associate
professor in marketing,
J.L. Kellogg Graduate
School of Management,
Northwestern University

The Books

Monopoly Rules

Here are some of the new monopoly rules:

- ❖ Find a market space where customer's needs are not being met and they are willing to spend money to meet them.
- ❖ Know how long the space will remain open and why.
- ❖ Figure out how to capture it and wall it off.
- ❖ Know what to do when the party ends.

Capabilities

In addition to **keynotes**, Milind Lele can do ½-day, full day and 2-day **working seminars** focused on helping your company find and develop its own monopoly.

Creating Strategic Leverage

A book on how to analyze industry structure and determine your company's competitive position within it and anticipate or change the rules of the game—or even change the game itself—for competitive advantage.

