

Loparo

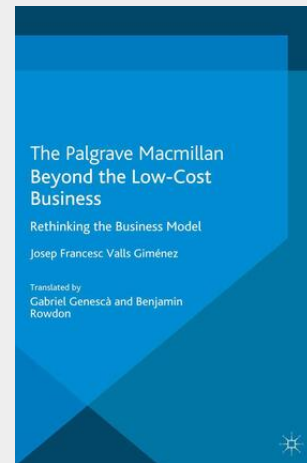
## Beyond the Low Cost Business

Rethinking the Business Model

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Clients are consistently demanding lower prices at the time of each purchase and companies can only react by reducing costs. This volume shows that the only way to do this, is to reinvent the business model. New consumers, new pricing, new brands, new strategies.

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