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In *Competing in Tough Times*, Berman systematically examines ten world-class retailers, identifying shared strategies that every retailer can use to drive dramatic, sustained performance improvement. Berman highlights what these widely diverse retailers have in common in terms of both operational cost structures and differentiation.

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Our small business community has some tips for new business owners who want to avoid at least some of the tough times that you'll encounter at the beginning of your journey. The early days of running a business can be both exciting and overwhelming.

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