



# Where Value Hides: A New Way to Uncover Profitable Growth For Your Business

*Stuart E. Jackson*

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*Where Value Hides* introduces the Strategic Market Positioning theory, which accurately reveals a company's true health based on factors like market share. SMP helps your business define its markets, measure the real value of those markets, and correct bad assumptions. This book uses real-life examples to explain how to use SMP to directly and positively impact corporate health and profits.

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