



**Summary: It's Not The Big That Eat The Small ...  
It's The Fast That Eat The Slow - Jason Jennings  
and Laurence Haughton: How To Use Speed as a  
Competitive Tool in Business**

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**Complete summary of Jason Jennings and Laurence Haughton's book: "It's Not the Big that Eat the Small...It's the Fast that Eat the Slow: How to Use Speed as a Competitive Tool in Business".**

This summary of the ideas from Jason Jennings and Laurence Haughton's book "It's Not the Big that Eat the Small...It's the Fast that Eat the Slow" shows that the modern business world uses speed as the main way to differentiate themselves from their competitors. However, the companies that get this right do not have some magic formula, they are simply strategic and self-aware enough to see the factors ahead that can slow them down. In their book, the authors suggest four key elements of speed as a competitive tool in business and take the reader through reaching each objective. This summary is a practical guide to saving time and money in order to get yourself noticed.

#### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your skills

**To learn more, read "It's Not the Big that Eat the Small...It's the Fast that Eat the Slow" and discover why speed is becoming the new competitive tool and why you need to master it or get left behind.**

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