The Titanic would not have sunk if they had done the right things in business. There are seven costly categories of doing the wrong things in business:

1. Misused marketing. "Everybody knows this ship was going to sink," said one passenger. The marketing hype, "Everybodys going to sink," they thought tragically. Had the ship's design allowed enough lifeboats and pasengers heads been one deck higher, they would not have died. Had the watertight bulkheads been one deck higher, they would not have died. Had the distress signal to a nearby ship been heeded and acted on, they would not have died. Had the ship's officers pressed the backup systems to send a distress signal, more ships would have been notified. The green light turned red twice while the Titanic was sinking. Though some people escaped, the average is as high as 30 times. Six is the mean. High costs of doing either nothing or doing the wrong thing.

There are seven costly categories of doing the wrong things in business:

1. Fires and collapses in commercial buildings. Due to lack of sufficient smoke detectors.
2. Lost sales due to increased prices.
3. Increased expenses due to increased prices.
4. Poor controls on credit.
5. Loss of customer confidence.
6. Lost of customer confidence.
7. Insensitivity of organisations to the needs of the consumer.

There are seven costly categories of doing the wrong things in business:

1. Missing facilities. Wrong products.
2. Insulating or improving management. Bad advice from the wrong consultants.
3. Unprofitable pricing.
4. Loss of customer confidence.
5. Loss of customer confidence.
6. Poor controls on credit.
7. Missed opportunities.

There are seven costly categories of doing the wrong things in business:

1. Failures to take action on customer feedback.
2. Escalate and report bad news.
3. Set targets and report bad news.
4. Use realistic expectations and benchmarks.
5. Train and develop people.
6. Commit to quality in all that you do.
7. Plan and plan again.

There are seven costly categories of doing the wrong things in business:

1. Effective policies and procedures.
2. Setting and reporting benchmarks.
3. Realistic expectations and measurements.
4. Training and development of people.
5. Commitment to quality in all that you do.
6. Planning.
7. Organisational vision.