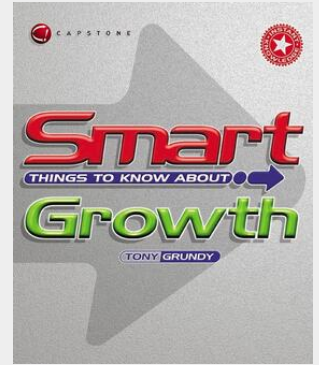


Smart Things to Know about Growth

Smart Things to Know about Growth is a sharp look at the latest thinking on making the most of the opportunities and avoiding the pitfalls associated with rapid growth. Grundy provides a comprehensive grounding in the principles that underlie sustainable growth, including setting growth objectives, learning how to adapt to changing circumstances, recognizing when growth is not a good idea and keeping your people with you.

Unless you have clear goals and growth strategy, then your business could easily slide into a sense of complacency and even begin to go backwards. To grow requires the drive to reinvent yourself, to rethink your business and to even attempt to change the mindset of the industry itself. Smart Things to Know about Growth takes a sharp look at the latest thinking on making the most of the opportunities and avoiding the pitfalls associated with rapid growth. Tony Grundy provides a comprehensive grounding in the principles that underlie sustainable growth, including setting growth objectives, learning how to adapt to changing circumstances, recognizing when growth is not a good idea and keeping your people with you. Here are just a few of the smartest things to know about growth: Growth is a dynamic, ongoing process - and thus requires continuous reflection and review, rather than being deep-frozen in annual business plans. Sustainable growth will only come in the long term by creative use of the imagination. By being able to let go of the current industry (and company) mindset, it becomes easier to think about how you might reach a superior growth path. Most acquisitions actually dilute or destroy shareholder value. The 'how' of your growth strategy is just as important as the 'what' and the 'why'. Growth strategies require obsessive attention to stakeholder management. Perhaps you may currently lack clarity about relative priorities of your growth objectives, your growth strategy and how you will implement it? Or perhaps you are just starting your own business, or you are a manager who needs a boost in the latest thinking in the marketplace, Smart Things to Know about Growth shows you all the right moves to make. Watch your company and your career take off! Smart Quotes: Strategic thinking is almost like a 'Road to Damascus' experience, where suddenly you see a "Wooh!" and it becomes clear, and everything changes. So it is the start of clarity.' - PHIL DAVIES, CRANFIELD SCHOOL OF MANAGEMENT



30,50 €

28,50 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781841120522

Medium: Buch

ISBN: 978-1-84112-052-2

Verlag: Wiley

Erscheinungstermin: 27.03.2003

Sprache(n): Englisch

Auflage: 1. Auflage 2003

Serie: Smart Things to Know About (Stay Smart!) Series

Produktform: Kartoniert

Gewicht: 494 g

Seiten: 312

Format (B x H): 175 x 207 mm

