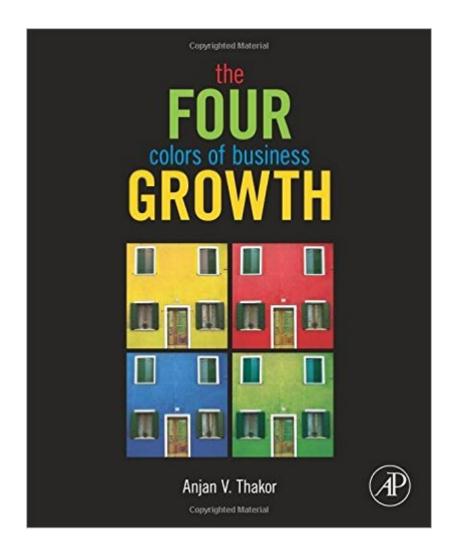
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The Four Colors Of Business Growth





Synopsis

Defining an organization by its growth strategy enables business leaders to make better decisions about the ways their companies compete. Anjan Thakorâ ™s four categories of growth, which he arranges into the Competing Values Framework, delivers methods for developing strategies grounded in internal cultures and industry goals. Written for professionals, this book provides easy access to concepts in fields as diverse as corporate strategy, finance, organizational behavior, change management, and leadership.Teaches ways to formulate a growth strategy and implement it through simple organizational interventionsProvides an intuitive framework and common language about growth strategiesTeaches readers how an effective growth strategy can boost stock priceReaders learn what kind of growth strategy will maximize the value of an organizationReaders with varied functional backgrounds can understand these concepts

Book Information

Paperback: 184 pages Publisher: Academic Press; 1 edition (August 1, 2011) Language: English ISBN-10: 0123852390 ISBN-13: 978-0123852397 Product Dimensions: 7.5 x 0.4 x 9.2 inches Shipping Weight: 14.4 ounces (View shipping rates and policies) Average Customer Review: 5.0 out of 5 stars Â See all reviews (2 customer reviews) Best Sellers Rank: #692,447 in Books (See Top 100 in Books) #152 in Books > Textbooks > Business & Finance > Banking #412 in Books > Business & Money > Processes & Infrastructure > Structural Adjustment #470 in Books > Business & Money > Processes & Infrastructure > Organizational Change

Customer Reviews

It is a must read for people that want to grow their businesses!Easy to read and comprehend. I have bought this book for three other people to read.

Easy to understand and digest, but more important - easy to put into action!

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