

# Search For Organic Growth

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Insightful analysis of how companies can tackle the challenge of achieving internal growth. To remain successful, companies must respond to the challenge of achieving continual internal or core growth. But how is this done, and why do some strategies work better than others? In *The Search for Organic Growth*, leading writers on business strategy and organization offer authoritative analysis and practical guidance on implementing a strategy for organic growth. All businesses go through life cycles, and momentum can be created in many ways from new products and market extensions, to add-ons and enhancements. The book also answers crucial questions such as how to keep customers happy during periods of change, how to foster an entrepreneurial environment and satisfy individual potentials, and how to turn the immense short-term revenue pressures of a push towards growth to your advantage. A lively resource for business school faculty, MBAs and executives, this book is ideal for any reader interested in connections between latest business thought and practice. EAN/ISBN : 9780511243035  
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