

Double Digit Growth How Great Companies Achieve It No Matter What

Jack Jack Welch 2003-10-01 The most widely respected CEO in America looks back on his brilliant career at General Electric and reveals his personal business philosophy and unique managerial style. Nearly 20 years ago, former General Electric CEO Reg Jones walked into Jack Welch's office and wrapped him in a bear hug. "Congratulations, Mr. Chairman," said Reg. It was a defining moment for American business. So begins the story of a self-made man and a self-described rebel who thrived in one of the most volatile and economically robust eras in U.S. history, while managing to maintain a unique leadership style. In what is the most anticipated book on business management for our time, Jack Welch surveys the landscape of his career running one of the world's largest and most successful corporations.

Getting Everything You Can Out of All You've Got Jay Abraham 2001-10-12 Abraham--trusted advisor to America's top corporations--has written his first major book for anyone seeking fresh ideas on supercharging personal or business success.

The Organic Growth Playbook Bernard Jaworski 2020-08-03 Conventional marketing strategies that focus on product differentiation and positioning often fail to deliver faster growth. In this re-published book, Jaworski and Lurie offer a novel approach to this problem of growth.

The Startup Owner's Manual Steve Blank 2020-03-17 More than 100,000 entrepreneurs rely on this book. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at

Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you: Avoid the 9 deadly sins that destroy startups' chances for success Use the Customer Development method to bring your business idea to life Incorporate the Business Model Canvas as the organizing principle for startup hypotheses Identify your customers and determine how to "get, keep and grow" customers profitably Compute how you'll drive your startup to repeatable, scalable profits. The Startup Owners Manual was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

Double-digit Growth 2010

Creating Competitive Advantage Jaynie L. Smith 2006-04-25 Why should I do business with you... and not your competitor?

Whether you are a retailer, manufacturer, distributor, or service provider - if you cannot answer this question, you are surely losing customers, clients and market share. This eye-opening book reveals how identifying your competitive advantages and trumpeting them to the marketplace is the most surefire way to close deals, retain clients, and stay miles ahead of the competition. The five fatal flaws of most companies: ? They don't have a competitive advantage but think they do ? They have a competitive advantage but don't know what it is—so they lower prices instead ? They know what their competitive advantage is but neglect to tell clients about it ? They mistake "strengths" for

competitive advantages ? They don't concentrate on competitive advantages when making strategic and operational decisions The good news is that you can overcome these costly mistakes - by identifying your competitive advantages and creating new ones. Consultant, public speaker, and competitive advantage expert Jaynie Smith will show you how scores of small and large companies substantially increased their sales by focusing on their competitive advantages. When advising a CEO frustrated by his salespeople's inability to close deals, Smith discovered that his company stayed on schedule 95 percent of the time - an achievement no one else in his industry could claim. By touting this and other competitive advantages to customers, closing rates increased by 30 percent—and so did company revenues. Jack Welch has said, "If you don't have a competitive advantage, don't compete." This straight-to-the-point book is filled with insightful stories and specific steps on how to pinpoint your competitive advantages, develop new ones, and get the message out about them. "The biggest marketing flaw in most companies is their failure to fully reap the benefits of their competitive advantages. Either they think they have a competitive advantage but don't. Or they have one and don't realize it. Or they know they have a strong competitive advantage but fail to promote it adequately to their customers and prospects. "In my research with middle-market companies, I found only two CEOs out of 1,000 who could clearly name their companies' competitive advantages. The other 99.8 percent could offer only vague, imprecise generalities. These same CEOs often rely on outside consultants to guide strategic-planning sessions. Yet, in my experience, very few consultants - even seasoned ones - give competitive advantage evaluation more than a superficial glance.... "Ignoring your competitive advantages can be an expensive and even fatal mistake. Because no matter the size of your company or the kind of business you are in, your competitive advantages should be the foundation of all your strategic and operational decisions. They're the reasons

customers choose to buy from you instead of the other guy.” -
From Creating Competitive Advantage

The Granularity of Growth Patrick Viguerie 2011-01-13 While growth is a top priority for companies of all sizes, it can be extremely difficult to create and maintain—especially in today’s competitive business environment. The Granularity of Growth will put you in a better position to succeed as it reveals why growth is so important, what enables certain companies to grow so spectacularly, and how to ensure that growth comes from multiple sources as you take both a broad and a granular view of your markets.

Shift! Craig Elias 2010-06-25 There is a silver bullet in sales its called timing when you get to highly motivated decision makers at EXACTLY the right time: after they experience a Trigger Event BUT before they call your competition. When you have the right timing the sale almost happens by itself There are few challenges getting to the prospect, understanding their dissatisfaction, presenting a solution, or closing the sale. By luck or sheer numbers youve had timing happen before, not its time to make it happen again, and again, and again. ... simple but profound truths that will help you leverage intent for immediate action and cut down the selling cycle, while creating lasting bonds with customers. Stephen M.R. Covey, author of the New York Times and #1 Wall Street Journal bestseller The Speed of Trust "... an entirely new perspective on things that are hiding in plain sight for all sales professionals. Well done!" Kevin Fancey, Senior Vice President of Sales, Ricoh Canada Inc By combining the power of relationships with timing - what Elias and Shanto call "Trigger Events" - the authors present a powerful sales strategy... Keith Ferrazzi, #1 NYT Bestselling author of Who's Got Your Back and Never Eat Alone Elias and Shanto have brought referrals into the 21st Century, showing you how to capitalize on the key moments that will bring you success in a busy, fast-paced world. This is a must read! Ivan Misner, NY Times Bestselling author and

Founder of BNI and the Referral Institute

The Seven Signs of Ethical Collapse Marianne M. Jennings

2006-08-22 Do you want to make sure you · Don't invest your money in the next Enron? · Don't go to work for the next WorldCom right before the crash? · Identify and solve problems in your organization before they send it crashing to the ground? Marianne Jennings has spent a lifetime studying business ethics--- and ethical failures. In demand nationwide as a speaker and analyst on business ethics, she takes her decades of findings and shows us in *The Seven Signs of Ethical Collapse* the reasons that companies and nonprofits undergo ethical collapse, including: · Pressure to maintain numbers · Fear and silence · Young 'uns and a larger-than-life CEO · A weak board · Conflicts · Innovation like no other · Belief that goodness in some areas atones for wrongdoing in others Don't watch the next accounting disaster take your hard-earned savings, or accept the perfect job only to find out your boss is cooking the books. If you're just interested in understanding the (not-so) ethical underpinnings of business today, *The Seven Signs of Ethical Collapse* is both a must-have tool and a fascinating window into today's business world.

Measure What Matters John Doerr 2018-04-24 #1 New York Times Bestseller Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results (OKRs) has helped tech giants from Intel to Google achieve explosive growth—and how it can help any organization thrive. In the fall of 1999, John Doerr met with the founders of a start-up whom he'd just given \$12.5 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world (or even to survive), Page and Brin had to learn how to make tough choices on priorities while keeping their team on track. They'd have to know when to pull the plug on losing propositions, to fail fast. And they needed timely, relevant data to track their progress—to

measure what mattered. Doerr taught them about a proven approach to operating excellence: Objectives and Key Results. He had first discovered OKRs in the 1970s as an engineer at Intel, where the legendary Andy Grove ("the greatest manager of his or any era") drove the best-run company Doerr had ever seen. Later, as a venture capitalist, Doerr shared Grove's brainchild with more than fifty companies. Wherever the process was faithfully practiced, it worked. In this goal-setting system, objectives define what we seek to achieve; key results are how those top-priority goals will be attained with specific, measurable actions within a set time frame. Everyone's goals, from entry level to CEO, are transparent to the entire organization. The benefits are profound. OKRs surface an organization's most important work. They focus effort and foster coordination. They keep employees on track. They link objectives across silos to unify and strengthen the entire company. Along the way, OKRs enhance workplace satisfaction and boost retention. In *Measure What Matters*, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will help a new generation of leaders capture the same magic.

Financial Executive 2004

The Founder's Mentality Chris Zook 2016-05-17 A Washington Post Bestseller Three Principles for Managing—and Avoiding—the Problems of Growth Why is profitable growth so hard to achieve and sustain? Most executives manage their companies as if the solution to that problem lies in the external environment: find an attractive market, formulate the right strategy, win new customers. But when Bain & Company's Chris Zook and James Allen, authors of the bestselling *Profit from the Core*, researched this question, they found that when companies fail to achieve their growth targets, 90 percent of the time the root causes are internal, not external—increasing distance from the front lines,

loss of accountability, proliferating processes and bureaucracy, to name only a few. What's more, companies experience a set of predictable internal crises, at predictable stages, as they grow. Even for healthy companies, these crises, if not managed properly, stifle the ability to grow further—and can actively lead to decline. The key insight from Zook and Allen's research is that managing these choke points requires a "founder's mentality"—behaviors typically embodied by a bold, ambitious founder—to restore speed, focus, and connection to customers:

- An insurgent's clear mission and purpose
- An unambiguous owner mindset
- A relentless obsession with the front line

Based on the authors' decade-long study of companies in more than forty countries, *The Founder's Mentality* demonstrates the strong relationship between these three traits in companies of all kinds—not just start-ups—and their ability to sustain performance. Through rich analysis and inspiring examples, this book shows how any leader—not only a founder—can instill and leverage a founder's mentality throughout their organization and find lasting, profitable growth.

Fresh Passion Michael D Brown 2013-01-01 Gold Medal Winner of the Benjamin Franklin Award in Business & Economics In an era of economic uncertainty, layoffs, and hiring freezes, creating and promoting a top-flight personal brand that stands out in the crowd is more important than ever. In *Fresh Passion: Get a Brand Or Die A Generic*, Michael D. Brown shows you how to employ the Fresh Passion methodology to build a personal brand that will maximize your potential and help you to achieve success beyond your dreams in whatever field you choose. Whether you are an executive, an entrepreneur, a tradesperson, an educator, a student, or a member of any other vocation, *Fresh Passion* is the pathway to outperform and outshine your peers and competitors and obtain the professional and personal rewards you deserve. Brown outlines the Fresh Passion method in easy-to-follow detail, with plenty of interactive worksheets and quizzes to keep you

engaged in the process and on the right track. You will discover how to create an entire experience you can present to employers, bosses, clients, and co-workers that will leave them begging for your services and expertise. With Fresh Passion, you can avoid the pitfalls of a generic career and instead obtain the benefits that come from being a branded entity. Inject some Fresh Passion into your life and your career today! It's never too soon to prevent a generic death and never too late to create a winning brand that will guarantee you long-term personal and professional success that does not waver?even when the economy starts to shake.

Healthy Growth for the Family Business J. Pendergast 2017-06-30

Healthy growth is critical to the future of any business - too many rash decisions can lead to the demise of a family business. Author Jennifer Pendergast provides readers with practical knowledge to help determine whether to grow, what type of growth is healthy and sustainable and what the future potential is for any business.

Global Tilt Ram Charan 2013 Shares a playbook for how to run a business in an era when economic growth has stagnated and power has shifted to countries outside America, identifying unique opportunities while providing strategies for navigating emerging challenges.

The Handbook of Financing Growth Kenneth H. Marks

2005-05-31 An in-depth look at the strategies, capital structure, and fund raising techniques for emerging growth and middle-market companies. Here is a comprehensive and practical guide to understanding and applying the basics of corporate finance to emerging growth and middle-market companies. Using empirical data and actual company cases to illustrate capital structures and financing approaches, the book provides a detailed discussion of the many funding instruments, from traditional bank loans and asset-based financing to different types of private equity and other creative solutions; the types of funding sources and their expected rates of returns; and typical deal terms.

The Discipline of Market Leaders Michael Treacy 2007-03-20 Why

is it that Casio can sell a calculator more cheaply than Kellogg's can sell a box of corn flakes? Why can FedEx “absolutely, positively” deliver your package overnight but airlines have trouble keeping track of your bags? What does your company do better than anyone else? What unique value do you provide to your customers? How will you increase that value next year? As customers' demands for the highest quality products, best services, and lowest prices increase daily, the rules for market leadership are changing. Once powerful companies that haven't gotten the message are faltering, while others, new and old, are thriving. In disarmingly simple and provocative terms, Treacy and Wiersema show what it takes to become a leader in your market, and stay there, in an ever more sophisticated and demanding world.

Growth IQ Tiffani Bova 2020-08-06 Tiffani Bova, the Growth and Innovation Evangelist at Salesforce, draws on her expertise as a consultant and practitioner to devise a new framework for business leaders looking to pursue growth. We're witnessing an age of endless customization, and growth strategy is no exception. There's no one size fits all strategy; a winning strategy for one business may spell doom for another. In Growth IQ, Bova determines that there are ten simple - but easily misunderstood - growth paths, and explains how companies can get a handle on their particular business context, and use it to determine the right combination and sequence of growth paths to take them into the future. Bova breaks down the strategies deployed by a wide range of companies to show you how: * GE and John Deere have lasted over a century and continue to thrive by combining their strategy of innovative product development with a renewed focus on R&D and customer experience. * Marvel transformed from a struggling comic book publisher to a global entertainment behemoth by realigning their market penetration strategy to focus on comic book characters, instead of just comic books. * Gateway's attempt at market expansion into brick-and-mortar retail led to its failure,

while the same move by Apple has accelerated its growth. Whether your company is on a growth spurt, in a worrying stall, or showing signs of decline, Growth IQ is your map to charting the course of your company's future.

The 51 Fatal Business Errors and How to Avoid Them Jim Muehlhausen 2008-04 Jim Muehlhausen has traveled the country collecting the best and worst practices from business owners. The 51 Fatal Business Errors provides a quick and easy format to learn from other business owners' successes and failures. Each error contains a real-life example and definitive action-steps needed to improve common areas of weakness in small business. The 51 Fatal Business Errors is designed to be used as a reference that you can come back to repeatedly as new issues arise in your business that need toning. The dangerous (but common) mistakes described are outlined in four categories: Myth -Busters, Improving your personal effectiveness, Using best practices, and Mule-kicks - Muehlhausen's bluntly honest tips that realign the way small business owners typical lines of thought. Readers will be able to use it to energize themselves about the boundless possibilities of their businesses while giving them practical steps to move forward to the next level.

The Innovation Revolution K. Melissa Kennedy 2017-02-28 It's time to say "NO" to sluggish business-as-usual; NO to great ideas lost in the corporate quagmire; YES to standing up for what you believe in - your team, your ideas, your customers and beyond. Use this book to recapture the relevance, productivity, excitement and competitive edge that many once nimble businesses have lost in the 21st century. Learn to:
Break up business log jams
Say NO to random innovation efforts that don't work
Stop the brain drain of internal dysfunction that saps creativity and effective problem-solving
Reenergize your workforce and your leadership skills
Smart Speed is the answer. A proven -- to the tune of \$1Billion+ in revenue --rapid-change method of transforming ideas to impact; this blueprint will help you create

INTRApreneurs, who are invested and empowered WITHIN the corporate framework. Speed to ideas. Speed to impact. Speed to results. SMART SPEED. This essential guide for the 21st century innovative leader is divided into three parts: *Part 1: RELAX, IT'S NOT JUST YOU. Engage in a 360-degree reality check that explains the flattening of business, the slowing of decision making, and how industry titans turn into cumbersome Titanics without even knowing it. *Part 2: A SOLUTION. Explore the Smart Speed method. How it works. Why modern business needs it. A step-by-step guide for effective leadership and success. *Part 3: THE PATH FOWARD. How to create consistent and effective change in an upward flow. How to make it stick. Retooling and empowering yourself, your employees and your organization. Dealing with personalities and roadblocks like fear, frustration and (lack of) focus. If you're under constant pressure for double-digit growth. If you struggle to achieve speed, make timely decisions and reach goals. If you spend too much time in meetings and not enough time making a difference-- You are ready to lead The Innovation Revolution. So grab an espresso or energy drink and join me on the high speed, high impact journey to save the enterprise.

Beyond Performance Management Jeremy Hope 2012 In *Beyond Performance Management*, Jeremy Hope and Steve Player offer answers, critically reviewing forty well-known management tools and practices--from mission statements, balanced scorecards, and rolling forecasts to key performance indicators, Six Sigma, and performance appraisals. Hope and Player help you select the right frameworks and approaches based on your organization;'s needs, then offer guidance on implementing each one and extracting its maximum value. For each of the forty tools and practices they review, the authors explain: the nature and effectiveness of the tool or practice, its potential to improve your company's performance; the actions required to maximize the tool's potential, and resources you can use to dig deeper into each

practice. With its rigorous analysis and solid, practical advice, Beyond Performance Management helps tune out the background noise about performance management tools so you can select the ones your company actually needs.

Summary: Double-Digit Growth BusinessNews Publishing, 2013-02-15 The must-read summary of Michael Treacy's book: "Double-Digit Growth: How Great Companies Achieve It - No Matter What". This complete summary of the ideas from Michael Treacy's book "Double-Digit Growth" shows how growth is like oxygen for businesses - it's essential. Growing companies thrive and attract all the best talent and resources whereas shrinking companies tend to wither and die. In his book, the author explains how smart managers will acknowledge this and ensure that their companies achieve steady double-digit growth year after year, regardless of the state of the economy, competition and customer demands. By reading this summary, you can learn and apply the five disciplines needed for sustainable growth in your own business. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read "Double-Digit Growth" and discover the key to achieving sustainable double-digit growth.

Go To Market Strategy Lawrence Friedman 2012-06-25 In this path-breaking new book, best-selling author and leading go-to-market strategist Larry Friedman provides a practical and battle-tested approach for taking products, services, divisions, or even an entire company to market! Drawing on dozens of examples and best-practices across a variety of industries, 'Go To Market Strategy' lays out a clear and actionable blueprint for building a winning go-to-market plan - one that will enable you to do more business, with more customers, more often, and more profitably. In this book you'll find all of the techniques and tools you need to answer today's crucial go-to-market questions: · Which markets offer the best opportunities for profitable growth? · What do my target customers need? How can I do a lot more business with

them? · What mix of channels and partners will help me reach and sell to the most customers at the lowest possible cost? · Do I have the right product or solution? How can I create broader customer interest in my offerings? · Do I have a winning value proposition? What would make the 'message' more compelling - and drive more purchasing activity? 'Go To Market Strategy' is not about incremental change. As Friedman points out, it is for executives seeking nothing less than double-digit revenue growth and the slashing of at least 10-15 percent of selling costs - absolutely realistic results that go-to-market innovators have consistently achieved. This book lays out all of the techniques used by the world's top go-to-market leaders, so you too can achieve those kinds of results, and gain a real go-to-market competitive advantage in your markets.

The Antitrust Paradox Robert Bork 2021-02-22 The most important book on antitrust ever written. It shows how antitrust suits adversely affect the consumer by encouraging a costly form of protection for inefficient and uncompetitive small businesses.

Winning (Enhanced Edition) Jack Welch 2013-03-26 A champion manager of people, Jack Welch shares the hard-earned wisdom of a storied career in what will become the ultimate business bible. With *Winning*, Jack Welch delivers a wide-ranging, in-depth, no-holds-barred management guidebook about the tough strategic, organizational, and personal challenges that face people at every stage of their careers. Loaded with candid personal anecdotes, hard-hitting advice, and invaluable dos and don'ts, Jack explains his theory of business, by laying out the four most important principles that form the foundation of his success. Chapters include: How to Get Promoted, How to Think about Strategy, How to Write a Budget that Works, How to Work for a Jerk, How Find Work-Life Balance and How Start Something New. Enlivened by quotes from business leaders that Welch interviewed especially for the book, it's a tour de force that reflects Welch's mastery of execution, excellence and leadership.

The Experience Economy B. Joseph Pine 1999 This text seeks to raise the curtain on competitive pricing strategies and asserts that businesses often miss their best opportunity for providing consumers with what they want - an experience. It presents a strategy for companies to script and stage the experiences provided by their products.

Get Rich with Dividends Marc Lichtenfeld 2015-02-04 2016 Book of the Year award winner by the Institute for Financial Literacy "Set it and forget it" investing, with less risk and higher returns Get Rich with Dividends is the bestselling dividend-investing book that shows investors how to achieve double-digit returns using a time-tested conservative strategy. Written by a nineteen-year veteran of the equity markets, this invaluable guide shows you how to set up your investments for minimal maintenance and higher returns, so you can accumulate wealth while you focus on the things that matter. Using the author's proprietary 10-11-12 system, you'll learn how to generate the income you need on a quarterly or even monthly basis. You'll discover the keys to identifying stocks that will return twelve percent or more every year, and how to structure your investments for greater security and financial well being. This method is so easy to use, you'll want to teach it to your children early to set them up for financial independence and help them avoid the problems that plagued many investors over the past decade. Dividends are responsible for 44 percent of the S&P 500's returns over the last eighty years. They represent an excellent opportunity today, especially for investors who have been burned in recent meltdowns and are desperate for sensible and less risky ways to make their money grow. This book describes a framework that allows investors to reap higher returns with a low-to-no maintenance plan. Set up an investment system that requires little to no maintenance Achieve double-digit average annualized returns over the long term Focus on other things while your money works for you Increase returns even with

below-average growth in share price Market risk is high and interest rates are low, making it a perfect time to get started on a more sensible wealth generation strategy. With expert guidance toward finding and investing in these unique but conservative and proven stocks, *Get Rich with Dividends* is the only book on dividend investing you'll ever need.

CEO Excellence Carolyn Dewar 2022-03-15 "Based on extensive interviews with today's . . . corporate leaders, this look at how the best CEOs do their jobs focuses on the mindsets and actions that foster an environment of excellence"--

Taking People with You David Novak 2012 The CEO of Yum! Brands, Inc., the world's largest restaurant company, offers a guide to maximizing leadership skills and motivating people. David Novak is the best at leadership, whether teaching it in this book or practicing it at Yum!--Warren Buffett.

The Three Tensions Dominic Dodd 2007-07-13 A manager argued that he could either increase his business unit's margins or its sales, but not both. His chief executive reminded him of the time when people lived in mud huts and faced the stark choice between light and heat: punch a hole in the side of your hut and you let the daylight in but also the cold, or block up all the openings and you stay warm but sit in darkness. The invention of glass made it possible to overcome the dilemma—to let in the light but not the cold. How then, he asked his manager, will you resolve your dilemma between no sales or no margin improvement? Where is the glass? —From the Introduction "To win, leaders have to push their companies beyond trade-offs. They must find strong growth at premium returns, not one or the other. They must deliver great results today and build for the future at the same time, not push for earnings that can't be sustained. *The Three Tensions* is about having both at the same time, more of the time. I recommend it to any manager serious about winning." —James Kilts, former chairman, CEO, and president, The Gillette Company "Leadership can't be just about telling people what you

expect of them. The Three Tensions sets out a range of helpful tactics leaders can adopt to really engage their people in the search for good performance on many fronts." —Andrew Cosslett, chief executive, InterContinental Hotels Group PLC "The Three Tensions speaks to fundamental management issues, perhaps the most fundamental. Managers looking for new ideas on how to improve performance will find it very stimulating. I found my own thinking very much influenced by it." —John Roberts, professor of economics, strategic management, and international business, Stanford Business School

How to Grow When Markets Don't Adrian Slywotzky

2003-04-01 When the market doesn't seem to be growing, you need this guide "for mature companies looking to rejuvenate themselves" in order to keep your business competitive (Publishers Weekly). Though most companies claim to be growth oriented, surprisingly few actually achieve double-digit growth—and over the past 10 years, that percentage has steadily decreased.

Double-Digit Growth: How Great Companies Achieve It no Matter What Michael Treacy 2005-11-01 If You Only Have Time To Read One Business Book This Year, This Is The One To Pick Dr. Jean-Paul Garnier, Ceo, Glaxosmithkline Growth Is The Oxygen Of Business. Growing Companies Thrive; Shrinking Companies Die. Yet, In A Difficult Economy, Managers Everywhere Know That Growth Is Impossible. The Best You Can Hope For Is To Hold Your Ground. Right? Not According To Michael Treacy, Who Warns That Many Corporations Have Simply Lost The Discipline To Grow. In Double-Digit Growth, He Proves That Steady Double-Digit Growth Is Not A Dream, But A Plausible Scenario. Treacy Has Studied The Companies That Grow Year In, Year Out And He Knows What Works. He Draws On Case Studies From The Likes Of Dell, Paychex, And First Data To Reveal The Formula Growth Initiatives Built On Five Separate, Clear, And Achievable Strategies To Grow By 10 Percent Or More, Year After Year, In

Good Times And Bad, Without Cheating.

Net Positive Paul Polman 2021-10-05 A Financial Times Best Business Book of the Year Named one of 10 Best New Management Books for 2022 by Thinkers50 "An advocate of sustainable capitalism explains how it's done" — The Economist "Polman's new book with the sustainable business expert Andrew Winston...argues that it's profitable to do business with the goal of making the world better." — The New York Times Named as recommended reading by Fortune's CEO Daily "...Polman has been one of the most significant chief executives of his era and that his approach to business and its role in society has been both valuable and path-breaking." — Financial Times The ex-Unilever CEO who increased his shareholders' returns by 300% while ensuring the company ranked #1 in the world for sustainability for eleven years running has, for the first time, revealed how to do it. Teaming up with Andrew Winston, one of the world's most authoritative voices on corporate sustainability, Paul Polman shows business leaders how to take on humanity's greatest and most urgent challenges—climate change and inequality—and build a thriving business as a result. In this candid and straight-talking handbook, Polman and Winston reveal the secrets of Unilever's success and pull back the curtain on some of the world's most powerful c-suites. *Net Positive* boldly argues that the companies of the future will profit by fixing the world's problems, not creating them. Together the authors explode our most prevalent corporate myths: from the idea that business' only function is to maximise profits, to the naïve hope that Corporate Social Responsibility will save our species from disaster. These approaches, they argue, are destined for the graveyard. Instead, they show corporate leaders how to make their companies "Net Positive"—thriving by giving back more to the world than they take. *Net Positive* companies unleash innovation, build trust, attract the best people, thrill customers, and secure lasting success, all by helping create stronger, more inclusive societies

and a healthier planet. Heal the world first, they argue, and you'll satisfy your investors as a result. With ambitious vision and compelling stories, Net Positive will teach you how to find the inner purpose and courage you need to embrace the only business model that will matter in the years ahead. You will learn how to lead others and unlock your company's soul, while setting and delivering big and aggressive goals, and taking responsibility for all of your company's impacts. You'll find out the secrets to partnering with others, including your competition and critics, to drive transformative change from which you will prosper. You'll build a company that serves your people, your customers, your communities, your shareholders—and your children and grandchildren will thank you for it. Is this win-win for business and humanity too good to be true? Don't believe it. The world's smartest CEOs are already taking their companies on the Net Positive journey and benefitting as a result. Will you be left behind? Join the movement at netpositive.world

From Impossible to Inevitable Aaron Ross 2019-06-05 Break your revenue records with Silicon Valley's "growth bible" "This book makes very clear how to get to hyper-growth and the work needed to actually get there" Why are you struggling to grow your business when everyone else seems to be crushing their goals? If you needed to triple revenue within the next three years, would you know exactly how to do it? Doubling the size of your business, tripling it, even growing ten times larger isn't about magic. It's not about privileges, luck, or working harder. There's a template that the world's fastest growing companies follow to achieve and sustain much, much faster growth. From Impossible to Inevitable details the hypergrowth playbook of companies like Hubspot, Salesforce.com (the fastest growing multibillion dollar software company), and EchoSign—aka Adobe Document Services (which catapulted from \$0 to \$144 million in seven years). Whether you have a \$1 billion or a \$100,000 business, you can use the same insights as these notable companies to learn what it

really takes to break your own revenue records. Pinpoint why you aren't growing faster Understand what it takes to get to hypergrowth Nail a niche (the #1 missing growth ingredient) What every revenue leader needs to know about building a scalable sales team There's no time like the present to surpass plateaus and get off of the up-and-down revenue rollercoaster. Find out how now!

Double-Digit Growth Michael Treacy 2004-12-28 In their 1995 blockbuster *The Discipline of Market Leaders*, Michael Treacy and Fred Wiersema explained how great companies dominated their markets by offering superior value propositions. Now Treacy is back with an equally groundbreaking book—revealing how great companies master growth each year and how all businesses can identify and exploit opportunities for increased revenues, gross margins, and profits. Treacy's main point is simple—it really is possible to grow your business by 10 percent or more, year after year, in good times and bad, without cheating. Great companies already know how to do it, and the rest of us can learn their strategies and do the same thing. Using case studies from industry leaders such as Dell Computer, Home Depot, and GE, he shows the five steps that are imperative to ensure growth: • Keep the growth you have already earned • Look for growth where it's likely to be found • Take business from your competitors Treacy believes that any business can grow at a consistent double-digit rate, and with *Double-Digit Growth*, managers and investors now have the tools to achieve that lofty goal and maintain corporate success. On the web: <http://www.michaeltreacy.com>

The Ernst & Young Business Plan Guide Brian R. Ford 2010-12-15 In today's competitive business environment, a well thought out business plan is more important than ever before. Not only can it assist you in raising the money needed to start or expand a business-by attracting the interest of potential investors-but it can also help you keep tabs on your progress once the business is up and running. Completely revised and updated

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Voice-of-the-Customer Marketing: A Revolutionary 5-Step Process to Create Customers Who Care, Spend, and Stay

Ernan Roman 2010-10-22 Learn how you can use the revolutionary five-step marketing process that helped Microsoft, NBC Universal, and IBM achieve double-digit increases in sales. "When HP uses the Voice of the Customer methodology, our marketing campaign results improve dramatically: response rates improve 3X to 10x, sales increase 2x or more, and we can spend far less to get great results. When we don't use VOC, our results can suffer greatly." -Garry Dawson, Hewlett-Packard, Americas Advertising and Direct Marketing Manager "Ernan is a leading expert in creating disciplined "Voice of Customer" driven marketing processes. If you want to move from just talking about VOC to being a leader in implementing it, you must read this book." -Fred Neil, Global Head of CRM, Dell "The clearest and best book yet published on the subject of Voice of the Customer

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Sales Dogs Blair Singer 2013-02-28 The number one skill for any entrepreneur or business owner is the ability to sell. Why? Because sales = income. Yet, many fail financially not because they do not have great ideas or even good work ethic, but typically because they don't know how to, refuse to, are afraid to, or don't think it is important to know how to sell. SalesDogs was written as the very first of the Rich Dad Poor Dad "how-to" Advisory series to teach in a very fun and impactful way how to overcome the fears, the myths and the obstacles to selling your products, services or yourself. It then teaches a simple, time-proven process of selling that will generate great income in most any business. The reader will learn the five most important selling skills to master, how to overcome any objection, manage a

territory and much more. The book quickly de-bunks the idea that you have to be an overly aggressive “attack dog” to be successful. It uses the metaphor of “man’s best friend” to say that a great sales person is like a loyal, persistent and lovable canine. It stipulates that there are five different “breeds” or personalities of SalesDogs that can each make a lot of money by playing to its strength. You will learn how to identify, maximize and train to that strength and also how to teach others on your team to do the same. While the book is fun and engaging, it also dives deep into the personal development issues that block a person’s ability to generate income and how to overcome them. The book is perfect for first time salespeople, individuals who are uncomfortable with the notion of “selling”, those who need to train others to sell and those who want to simply get better quicker.

Blitzscaling Reid Hoffman 2018-10-09 Foreword by Bill Gates
LinkedIn cofounder, legendary investor, and host of the award-winning Masters of Scale podcast reveals the secret to starting and scaling massively valuable companies. What entrepreneur or founder doesn’t aspire to build the next Amazon, Facebook, or Airbnb? Yet those who actually manage to do so are exceedingly rare. So what separates the startups that get disrupted and disappear from the ones who grow to become global giants? The secret is blitzscaling: a set of techniques for scaling up at a dizzying pace that blows competitors out of the water. The objective of Blitzscaling is not to go from zero to one, but from one to one billion –as quickly as possible. When growing at a breakneck pace, getting to next level requires very different strategies from those that got you to where you are today. In a book inspired by their popular class at Stanford Business School, Hoffman and Yeh reveal how to navigate the necessary shifts and weather the unique challenges that arise at each stage of a company’s life cycle, such as: how to design business models for igniting and sustaining relentless growth; strategies for hiring and managing; how the role of the founder and company culture

must evolve as the business matures, and more. Whether your business has ten employees or ten thousand, Blitzscaling is the essential playbook for winning in a world where speed is the only competitive advantage that matters.

The Anti 9 to 5 Guide Michelle Goodman 2007-01-18 Inspires women to find a more fulfilling, rewarding job that aligns with their career aspirations by offering financial advice, helpful resources, ideas for alternative career paths, and tips for breaking into new fields. Original.

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Table of Contents Double Digit Growth How Great Companies Achieve It No Matter What

1. Understanding the eBook Double Digit Growth How Great Companies Achieve It No Matter What

- The Rise of Digital Reading Double Digit Growth How Great Companies Achieve It No Matter What

Double Digit Growth How Great Companies Achieve It No

Matter What

- Advantages of eBooks Over Traditional Books

2. Identifying Double Digit Growth How Great Companies Achieve It No Matter What

- Exploring Different Genres
- Considering Fiction vs. Non-Fiction
- Determining Your Reading Goals

3. Choosing the Right eBook Platform

- Popular eBook Platforms
- Features to Look for in an Double Digit Growth How Great Companies Achieve It No Matter What
- User-Friendly Interface

4. Exploring eBook Recommendations from Double Digit Growth How Great Companies Achieve It No Matter What

- Personalized Recommendations

- Double Digit Growth How Great Companies Achieve It No Matter What User Reviews and Ratings
- Double Digit Growth How Great Companies Achieve It No Matter What and Bestseller Lists

5. Accessing Double Digit Growth How Great Companies Achieve It No Matter What Free and Paid eBooks

- Double Digit Growth How Great Companies Achieve It No Matter What Public Domain eBooks
- Double Digit Growth How Great Companies Achieve It No Matter What eBook Subscription Services
- Double Digit Growth How Great Companies Achieve It No Matter What Budget-Friendly Options

6. Navigating Double Digit Growth How Great Companies Achieve It No Matter What eBook Formats

- ePub, PDF, MOBI, and More

Double Digit Growth How Great Companies Achieve It No Matter What

- Double Digit Growth How Great Companies Achieve It No Matter What Compatibility with Devices
- Double Digit Growth How Great Companies Achieve It No Matter What Enhanced eBook Features

7. Enhancing Your Reading Experience

- Adjustable Fonts and Text Sizes of Double Digit Growth How Great Companies Achieve It No Matter What
- Highlighting and Note-Taking Double Digit Growth How Great Companies Achieve It No Matter What
- Interactive Elements Double Digit Growth How Great Companies Achieve It No Matter What

8. Staying Engaged with Double Digit Growth How Great Companies Achieve It No Matter What

- Joining Online Reading Communities
- Participating in Virtual Book Clubs
- Following Authors and Publishers Double Digit Growth How Great Companies Achieve It No Matter What

9. Balancing eBooks and Physical Books Double Digit Growth How Great Companies Achieve It No Matter What

- Benefits of a Digital Library
- Creating a Diverse Reading Collection Double Digit Growth How Great Companies Achieve It No Matter What

10. Overcoming Reading Challenges

- Dealing with Digital Eye Strain
- Minimizing Distractions
- Managing Screen Time

11. Cultivating a Reading Routine Double Digit Growth

Double Digit Growth How Great Companies Achieve It No Matter What

How Great Companies Achieve It No Matter What

Elements

- Interactive and Gamified eBooks

- Setting Reading Goals
Double Digit Growth How Great Companies Achieve It No Matter What
- Carving Out Dedicated Reading Time

12. Sourcing Reliable Information of Double Digit Growth How Great Companies Achieve It No Matter What

- Fact-Checking eBook Content of Double Digit Growth How Great Companies Achieve It No Matter What
- Distinguishing Credible Sources

13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia

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