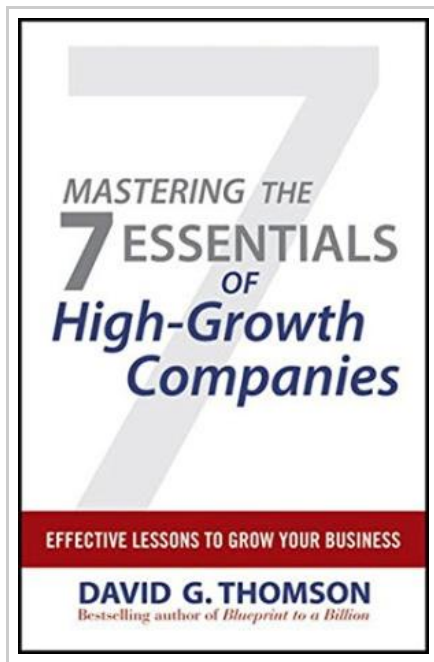




Mastering the 7 Essentials of High-Growth Companies: Effective Lessons to Grow Your Business

By David G. Thomson

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Mastering the 7 Essentials of High-Growth Companies: Effective Lessons to Grow Your Business, David G. Thomson, Practical strategies to propel your company to the top American business is entering uncharted territory. Recent trends suggest that we are moving out of a recession-fairly labeled The Great Recession-into a recovery phase characterized by high unemployment with growth. As such, the business road ahead will be challenging. Growth will be harder to achieve and business failure will be more prevalent. But the best of America's growth businesses will pass through this cycle to experience renewed and hopeful growth in contrast to the high failure rate of those who fail to grow. The numbers are proving this to be the extreme case-a higher upside with a greater failure rate. What are America's recession-proof, highest growth companies doing differently? What are the values, fundamentals, and actions that will make the difference between failure, or just surviving and thriving? The answer to these questions is, what Thomson calls, The 7 Essentials-value proposition, high growth market segment, marquee customers, big brother alliances, exponential returns, inside/outside leadership, and essential board experts. This book is the timely answer...



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