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Rupert Merson teaches new venture development and managing growth at London Business School. Formerly a partner of BDO Stoy Hayward, where he advised businesses around the world, he now runs his own consultancy advising firms on how to manage growth. His most recent book, on corporate governance, is Rules are Not Enough (Profile).

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"Guide to Managing Growth" is one of the first and only books to explicitly address these challenges, and help prepare business leaders to grow their business in productive, successful ways.Written by Rupert Merson of the London Business SchoolBusiness growth needs intelligent and sensitive managementApplicable to all types of business: young or more mature, small or substantialExamines the change growth brings to every aspect of the business-people management, marketing, customer and ...

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<p><p>Successful and ambitious organisations recognise the 'growth imperative' but are often insufficiently aware of what might threaten continued success. Growth means change. What worked last year won't necessarily work next year - an organisation that wants to manage growth successfully will need to change things that aren't yet broken. Growth, and the change it brings, affects every aspect ...

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A cliché it may be but we are living in ever more turbulent times. Business decision-making has become more challenging and unpredictable than ever: we see unforeseen and often cataclysmic changes in consumer demand, both at home and in export markets; customers continue to demand more, more quickly and for less; new laws and regulations abound; competitors steal loyal customers; and, increasingly, the advice that once could be found from a 'Small Business Adviser' has been replaced by a call centre. Hand in hand with these challenges, the risks associated with expansion, or a new strategy, have grown significantly. In the context of a small business, where a manager has not necessarily had the breadth of experience of someone in a larger organization or formal management learning, they can seem extremely daunting. This book addresses the issues confronting managers/owners of SMEs by providing practical, jargon-free advice on which a SME can create a sound platform from which to prosper. * Uncomplicated and jargon free to appeal to the SME director or manager who has little time to read * Can be used as a continuous read or a source of ideas for dealing with the day-to-day problems of running and growing a small business * Based on the practical experience of the authors with examples taken from consulting practice

In this thoroughly revised edition of Managing Growth in America's Communities, readers will learn the principles that guide intelligent planning for communities of any size, grasp the major issues in successfully managing growth, and discover what has actually worked in practice (and where and why). This clearly written book details how American communities have grappled with the challenges of planning for growth and the ways in which they are adapting new ideas about urban design, green building, and conservation. It describes the policies and programs they have implemented, and includes examples from towns and cities throughout the U.S. "Growth management" is essential today, as communities seek to control the location, impact, character and timing of development in order to balance environmental and economic needs and concerns. Managing Growth in America's Communities addresses all of the key considerations: Establishing public roles in community development; Determining locations and character of future development; Protecting environmental and natural resources; Managing infrastructure development; Preserving community character and quality; Achieving economic and social goals; Respecting property rights concerns. The author, who is one of the nation's leading authorities on managing community growth, provides examples from dozens of communities across the country, as well as state and regional approaches. Brief profiles present overviews of specific problems addressed, techniques utilized, results achieved, and contact information for further research. Informative sidebars offer additional perspectives from experts in growth management, including Robert Lang, Arthur C. Nelson, Erik Meyers, and others. This new edition has been completely updated by the author. In particular, he considers issues of population growth, eminent domain, and the importance of design, especially "green" design. He also reports on the latest ideas in sustainable development, "smart growth," neighborhood design, transit-oriented development, and green infrastructure planning. Like its predecessor, the second edition of Managing Growth in America's Communities is essential reading for anyone who is interested in how communities can grow intelligently.

The problems inherent in the business venture life cycle are discussed theoretically and applied to case studies in this business guide for entrepreneurs and small business owners on growth and management strategies for business start-ups.

Designing for Growth: A Design Thinking Tool Kit for Managers (D4G) showed how organizations can use design thinking to boost innovation and drive growth. This updated and expanded companion guide is a stand-alone project workbook that provides a step-by-step framework for applying the D4G tool kit and process to a particular project, systematically explaining how to address the four key questions of the design thinking approach. In the field book, Jeanne Liedtka, Tim Ogilvie, and Rachel Brozenske guide readers through the design process with reminders of key D4G takeaways as they progress. Readers learn to identify an opportunity, draft a design brief, conduct research, establish design criteria, brainstorm, develop concepts, create napkin pitches, make prototypes, solicit feedback from stakeholders, and run learning launches. This second edition is suitable for projects in business, nonprofit, and government contexts, with all-new tools, practical advice, and facilitation tips. A new introduction discusses the relationship between strategy and design thinking.

A practical approach to business transformation Fit for Growth® is a unique approach to business transformation that explicitly connects growth strategy with cost management and organization restructuring. Drawing on 70-plus years of strategy consulting experience and in-depth research, the experts at PwC's Strategy& lay out a winning framework that helps CEOs and senior executives transform their organizations for sustainable, profitable growth. This approach gives structure to strategy while promoting lasting change. Examples from Strategy&'s hundreds of clients illustrate successful transformation on the ground, and illuminate how senior and middle managers are able to take ownership and even thrive during difficult periods of transition. Throughout the Fit for Growth process, the focus is on maintaining consistent high-value performance while enabling fundamental change. Strategy& has helped major clients around the globe achieve significant and sustained results with its research-backed approach to restructuring and cost reduction. This book provides practical guidance for leveraging that expertise to make the choices that allow companies to: Achieve growth while reducing costs Manage transformation and transition productively Create lasting competitive advantage Deliver reliable, high-value performance Sustainable success is founded on efficiency and high performance. Companies are always looking to do more with less, but their efforts often work against them in the long run. Total business transformation requires total buy-in, and it entails a series of decisions that must not be made lightly. The Fit for Growth approach provides a clear strategy and practical framework for growth-oriented change, with expert guidance on getting it right. *Fit for Growth is a registered service mark of PwC Strategy& Inc. in the United States

As paradoxical as it sounds, one of the toughest problems facing many of today's most successful companies is success itself. Like living organisms, companies are complex networks of interdependent systems-and unless managers recognize and swiftly implement the changes to those systems required by a sudden surge in demand, a booming business can easily go bust under the strain. Recent history abounds with examples of companies whose overnight success led to morning-after failure because their managers, like most managers, lacked the training or experience needed to manage explosive growth. Yet, surprisingly, until recently there have been few expert guides devoted exclusively to this crucial change management issue. Managing Explosive Corporate Growth is a practical guide to piloting your company through periods of explosive growth with minimum damage and maximum sustainable profits. Author Steven Bragg explores the reasons why companies succeed or fail to adapt to explosive growth. He identifies the warning signs of impending explosions or declines in sales volume and zeroes in on the key growth issues specific to each functional area of the company-including accounting, auditing, IT, customer service, distribution, engineering, finance, HR, manufacturing, and sales and marketing. He also presents clear-cut guidelines on how to balance the demands of all organizational areas while guaranteeing customer satisfaction. In addition to proven strategies for planning, financing, and managing explosive growth, he provides you with valuable explosive growth management tools, including checklists of key explosive growth indicators; metrics and reporting systems for controlling cash flow; multioption budgeting systems that address all growth levels; and reporting systems that help you monitor and control rapid expansion. Managing Explosive Corporate Growth is an indispensable working resource for corporate managers, internal auditors, and entrepreneurs. It will also be of considerable interest to institutional investors who would like to learn the latest techniques for tracking the performance of current or potential investments.

Outlines the popular business trend through which abstract ideas are developed into practical applications for maximum growth, sharing coverage of its mindset, techniques and vocabulary to reveal how design thinking can address a range of problems and become a core component of successful business practice.

Managing people is difficult wherever you work. But in the tech industry, where management is also a technical discipline, the learning curve can be brutal-especially when there are few tools, texts, and frameworks to help you. In this practical guide, author Camille Fournier (tech lead turned CTO) takes you through each stage in the journey from engineer to technical manager. From mentoring interns to working with senior staff, you'll get actionable advice for approaching various obstacles in your path. This book is ideal whether you're a new manager, a mentor, or a more experienced leader looking for fresh advice. Pick up this book and learn how to become a better manager and leader in your organization. Begin by exploring what you expect from a manager Understand what it takes to be a good mentor, and a good tech lead Learn how to manage individual members while remaining focused on the entire team Understand how to manage yourself and avoid common pitfalls that challenge many leaders Manage multiple teams and learn how to manage managers Learn how to build and bootstrap a unifying culture in teams

The Economist: Marketing for Growth is a guide to how marketing can and should become a business's most important driver of growth. Marketers play a crucial role in generating revenue, and they can play an equally important role in how revenues translate into profit. They can help a company achieve growth by being smarter or more efficient than its competitors, and do so in a sustainable way. Marketers have their ear to the ground and therefore are often the first to pick up on changing customer needs and behavior, and the forces at play in markets. This informs the development and improvement of products, processes and standard of service. The book explores how to identify the most valuable customers, the most effective ways to drive revenue growth, and the best ways to improve profitability. It combines insight and practical guidance, and is supported by a wealth of hard data and anecdotal evidence from a wide range of business in Britain, America, Europe and Asia, including Amazon, China Mobile, Dove, Goldman Sachs, Haier, ING Direct, Lenovo, Mini, Procter & Gamble, Red Bull, Target, Twitter, Virgin and Zara.

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