



## Profit or Growth?: Why You Don't Have to Choose [Taschenbuch] by Lorange, Peter

By Peter; Lorange

Pearson Wharton School Publish, 2007. Taschenbuch. Condition: Neu. Gebraucht - Wie neu Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Despite the importance of achieving sustainable profitable growth, evidence reveals that very few companies actually manage to show either of these, let alone both. In fact there is often tension between revenue growth and increased profitability, as well as between short term gains and sustainable long-term performance. Executives who can become skilled at balancing these conflicting goals will reap the rewards and this book shows you how to become one of them. Drawing on extensive research carried out with more than 5000 of the world's largest companies, including Nestle, Nokia and Shell, authors Chakravarthy and Lorange show you that to bring about genuinely sustainable profitable growth, business leaders must continually transform and renew their organisations. The book explores the four strategies to use to achieve growth through renewal: protecting and extending your core business, exploring new opportunities and capabilities, building, and leveraging. The authors explain each strategy, and the behaviours and techniques needed to apply it, using examples from international firms like Ericsson, Wal-mart and Hewlett Packard. Read this book, and you will find...

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