

Every  
Business  
Is a  
Growth  
Business

Ram Charan and  
Noel M. Tichy

How Your Company Can  
Prosper Year After Year

# Resumo de Every Business Is a Growth Business: How Your Company Can Prosper Year After Year

2 cassettes / 3 hours  
Read by Noel M. Tichy  
What's the number one item on every company's agenda? Profitable Growth  
Ram Charan and Noel Tichy have worked with some of the worlds' leading CEOs - people such as Jack Welch of GE, Eckhard Pfeiffer of Compaq, Larry Bossidy of Allied Signal, John Reed of Citigroup, and the senior management of Coca-Cola - who have transformed their companies into profitable growth machines.

Every Business Is a Growth Business is a distillation of what the authors and these unique leaders have learned about profitable growth:  
\* If your business isn't growing substantially and profitability, it's dying  
\* Any business can grow profitably.

There is no such thing as a mature business  
\* A company grows because growth is in the corporate mindset  
\* The mindset of growth starts at the top, but it must reach all the way to the bottom  
\* Sustainable growth is profitable and capital-efficient  
\* "Broadening your pond", changing your company's genetic code, developing a growth strategy from the outside in, and other unique ideas.  
Every Business is a Growth Business is your one-stop guide to making profitable growth happen.

It's a radical and refreshing sources of ideas, inspiration, and common sense, all base on the unparalleled experience and access of the authors.

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