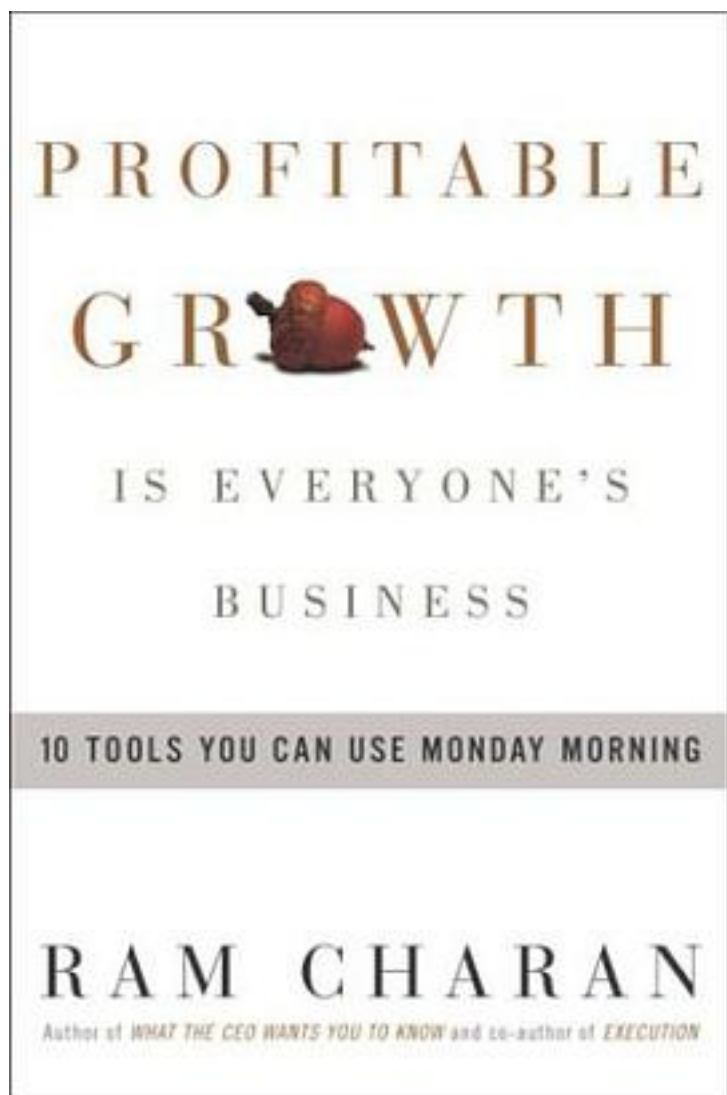


# Profitable Growth Is Everyone's Business



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The coauthor of the international bestseller Execution has created the how-to guide for solving today's toughest business challenge: creating profitable growth that is organic, differentiated, and sustainable.

For many, growth is about "home runs" - the big bold idea, the next new thing, the product that will revolutionize the marketplace. While obviously attractive and lucrative, home runs don't happen every day and frequently come in cycles.

Products like Kevlar, Teflon, and the Dell business model for selling personal computers may be once-in-a-decade phenomena. A surer and more consistent path to profitable revenue growth is through "singles and doubles"-small day-to-day wins and adaptation to changes in the marketplace that build the foundation for substantially increasing revenues. The impact of singles and doubles can be huge. They are not only the basis for sustained revenue growth but, in fact, the foundation for home runs. Singles and doubles provide the discipline of execution, an absolute necessity for successfully bringing a breakthrough technology to market or implementing a new business model.

Inherent in this way of thinking is the revolutionary idea that growth is everyone's business-not solely the concern of the sales force or top management. Just as everyone participates in cost reduction, so must everyone be engaged in the growth agenda of the business. Every contact of each employee with a customer is an opportunity for revenue growth. That includes everyone from the people working in a company's call center handling customer inquiries and complaints to the CEO.

In this trailblazing book, Ram Charan provides the building blocks and tools that can put a business on the path to sustained, profitable growth. For more than twenty-five years, Ram Charan has been working day in and day out with companies around the world. The ideas he has developed for solving the profitable revenue growth dilemma facing many businesses are based on personally seeing what works in real time. These are ideas that have been tested across industries and that deliver results, and they can be put to use starting Monday morning.

作者介绍:

夏藍

曾與包熙迪合撰全球暢銷企管書《執行力》，也是非常受歡迎的企管顧問，他提供諮詢的公司包括新成立公司以及奇異電器、杜邦、EDS和高露潔-棕欖等名列《財富》500大的企業。著有《執行長想要你知道的事》、《上軌道的董事會》。夏藍獲哈佛大學商學博士學位，並任教於該校及西北大學凱洛格學院。

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