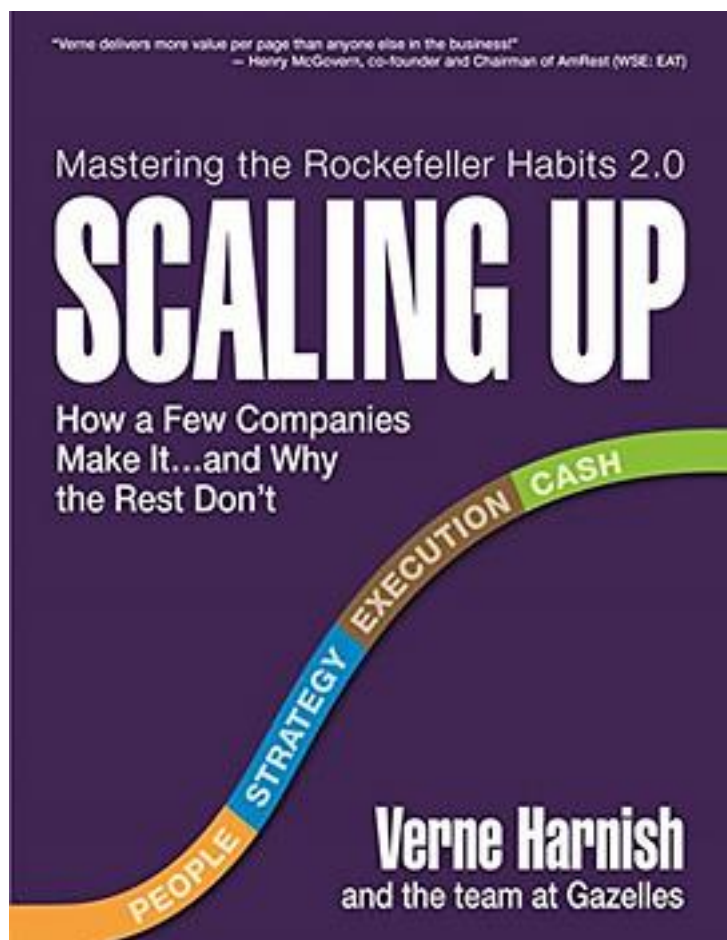


Scaling Up



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It has been 12 years since Verne Harnish's book "Mastering the Rockefeller Habits" was first released. This is the first major revision of this business classic. In Scaling Up, Harnish and his co-authors share practical tools and techniques to help entrepreneurs

grow an industry -- dominating business without it killing them -- and actually have fun. Many growth company leaders reach a point where they actually dread adding another customer, employee or location. It feels like they are just adding more weight to an ever-heavier anchor they are dragging through the sand. To make matters worse, the increased revenues have not turned into more profitability, so at some point they wonder if the journey is worth the effort. This book focuses on the four major decisions every company must get right: People, Strategy, Execution and Cash. The book includes a series of new One-Page tools including the famous and recently-revised One-Page Strategic Plan and the Rockefeller Habits Execution Checklist, which more than 40,000 firms around the globe have used to scale their companies successfully. Running a business is ultimately about freedom. The book shows owners how to achieve it, no matter how big and complicated a business grows.

作者介绍:

Verne Harnish is founder of the world-renowned Entrepreneurs' Organization (EO) and chaired for fifteen years EO's premiere CEO program, the "Birthing of Giants" and WEO's "Advanced Business" executive program both held at MIT. Founder and CEO of Gazelles, a global executive education and coaching company with over 150 coaching partners on six continents, Verne has spent the past three decades helping companies scale-up.

The "Growth Guy" syndicated columnist, he's also the Venture columnist for FORTUNE magazine. He's the author of Scaling Up (Rockefeller Habits 2.0); Mastering the Rockefeller Habits; and along with the editors of Fortune, authored "The Greatest Business Decisions of All Times", for which Jim Collins wrote the foreword. Verne also chairs FORTUNE Magazine's annual Leadership and Growth Summits and serves on several boards including chairman of The Riordan Clinic and the newly launched Geoversity.

An investor in several scale-ups, Verne resides in Barcelona, Spain, with his wife and four children and enjoys piano, tennis, and magic as a card-carrying member of the International Brotherhood of Magicians.

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