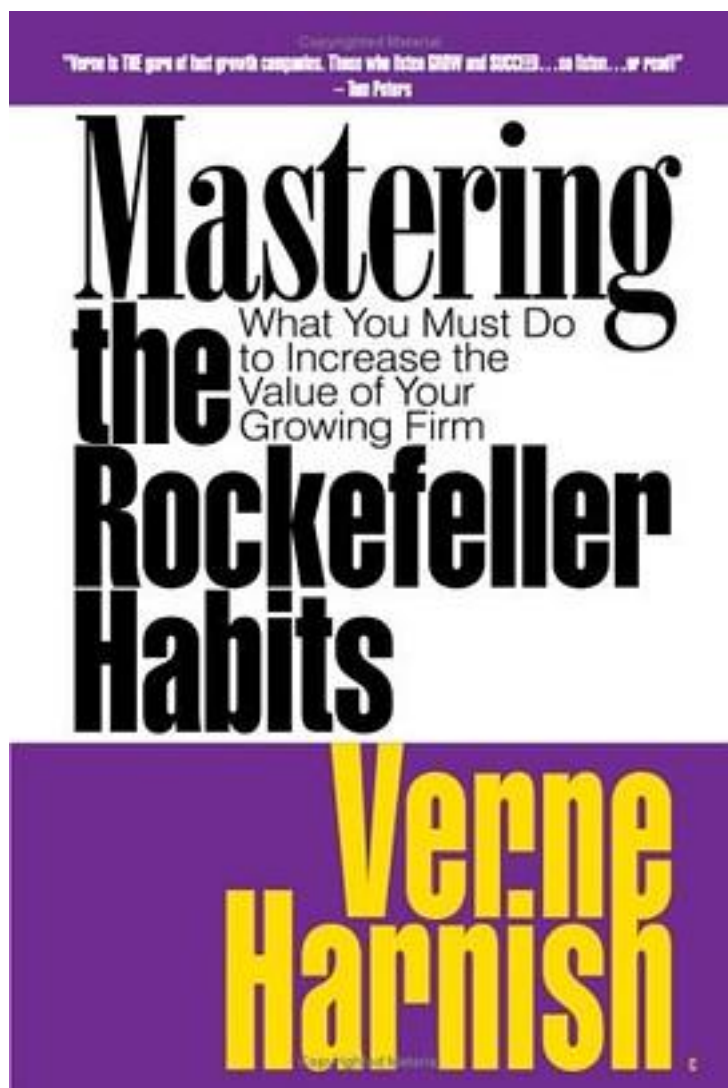


# Mastering the Rockefeller Habits



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出版者:Midpoint Trade Books Inc

出版时间:2002-3

装帧:HRD

isbn:9781590790151

Business guru Verne Harnish's firm Gazelles has brought hundreds of businesses to fast-growth profitability. Now he shares entrepreneurial secrets in this must-read business primer. Harnish has discovered John D. Rockefeller's underlying strategy. Further study uncovered three winning habits: \*Priorities: A few rules remain consistent with a firm's core values and long-term goal. Others change regularly -- what Harnish calls the Top 5 and Top 1 of 5. \*Data: Key metrics should be measured over time (Smart Numbers); short-term metrics provide a tighter focus on an aspect of the business (Critical Numbers). \*Rhythm: A well-organized set of meetings keep everyone aligned and accountable. In addition to case studies, a bonus chapter co-authored by Rich Russakoff reveals winning tactics to get banks in competition to finance your business venture. MASTERING THE ROCKEFELLER HABITS provides necessary tools for making strategically smart decisions and for keeping everyone aligned and accountable to those decisions.

### 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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