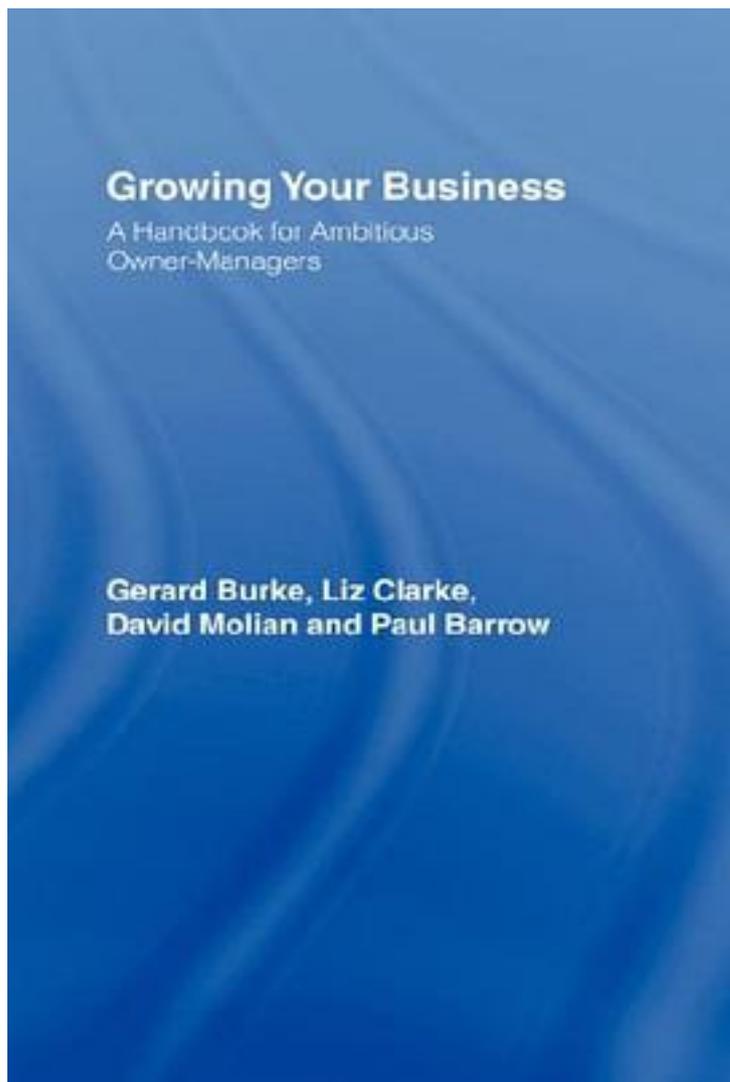


Growing Your Business



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Growing Your Business helps owner/managers develop growth strategies for their businesses by providing frameworks, ideas, inspiration and hands-on assignments. Its contents are a distillation of the authors' knowledge and experience, which has successfully helped hundreds of owner/managers to grow and develop their businesses and themselves over the last twenty years. Filled with case studies and examples of businesses involved with the world-renowned Business Growth and Development Programme (BGP) at the Cranfield School of Management, this book covers all industry sectors and includes high profile names such as Karan Bilimoria of Cobra Beer, Angus Thirlwell of Hotel Chocolat and Lara Morgan of Pacific Direct. As well as being an ideal text for courses and modules in small business development and business growth at undergraduate and MBA levels, this book also stands on its own as an invaluable 'workbook' that enables any owner manager to develop their own growth strategy and take their business to the next level.

作者介绍:

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