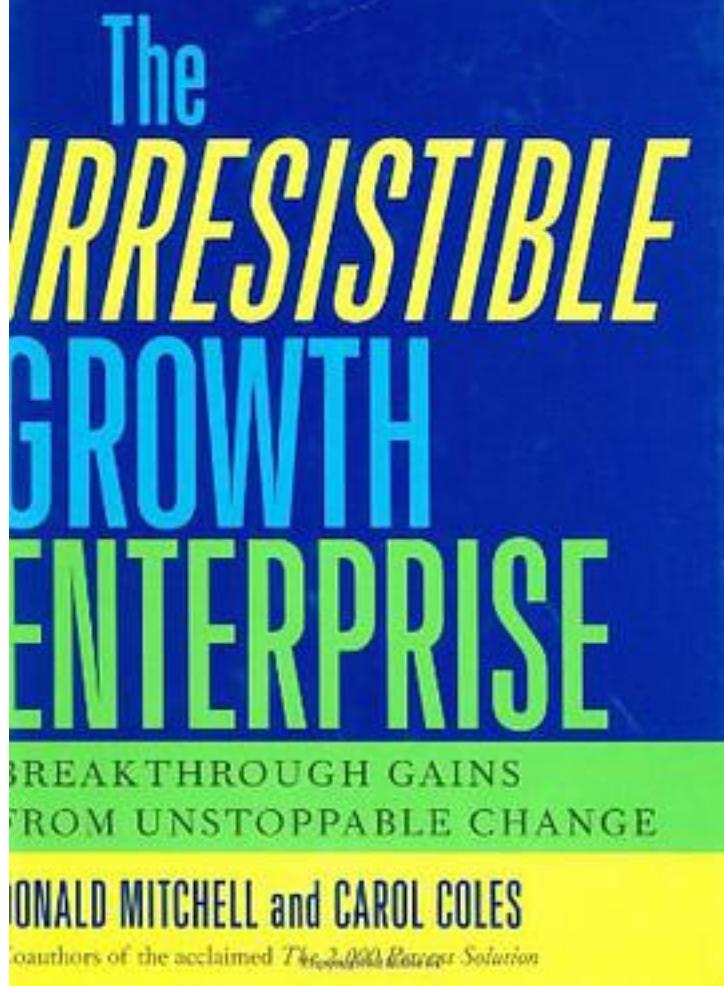


The Irresistible Growth Enterprise

change is an inevitable consequence of staying irrelevant these days. This book
leads you to an understanding of the drivers of that change and provides guidance
turning change into sustainable competitive advantage."

—MICHAEL J. BIRCK, Chairman and CEO of Tellabs, Inc.



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Have powerful market trends or uncontrollable events ever delayed or derailed your organization's growth? This book offers you new concepts and improved tools to anticipate and convert such forces into powerful allies to help you exceed, not merely achieve, your goals, even in the most challenging environments. Or are you an entrepreneur starting a new business? This book demonstrates how to establish a trajectory to flourish by harnessing whatever the unstoppable and unpredictable forces you may encounter, whether in the traditional or digital economy. The authors present new ways to recognize and understand the forces that are impacting you so you can develop the right vision, and implement the correct strategy to consistently and effectively turn them to advantage. Rejecting old habits such as expending resources to combat or neutralize forces over which you cannot control, The Irresistible Growth Enterprise instead describes revolutionary, yet common sense, management principles that will lead you to breakthrough gains. It also explains how to spread the necessary skills throughout your organization in order to enjoy the highest level of effectiveness. Irresistible forces come in many forms including exponential technological development, frequently changing and ever more demanding customer expectations, rapid shifts in the economy, new regulations, fluctuating financial and currency markets, as well as the emergence of new competitors and increasing price pressures as the pace of globalization accelerates. Companies that have ridden such forces well in the past -- such as Microsoft, Cisco Systems, Starbucks, and AOL -- have grown from startups to billion dollar sales corporations in ever shorter periods of time. Which forces will be most important for your organization tomorrow? How can they propel your business to irresistible growth? While you cannot accurately predict their direction or timing, applying the principles of The Irresistible Growth Enterprise will enable you to position yourself to always benefit quickly from shifts, and open an ever-expanding lead over your competitors. Here are new questions you need to ask yourself about your business, new ways to answer them, and new processes to employ to pursue your winning course. Tomorrow's leaders will be those who excel at using all irresistible forces to best advantage. The Irresistible Growth Enterprise offers you the key to grasping your full potential for immediate and sustained breakthroughs.

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