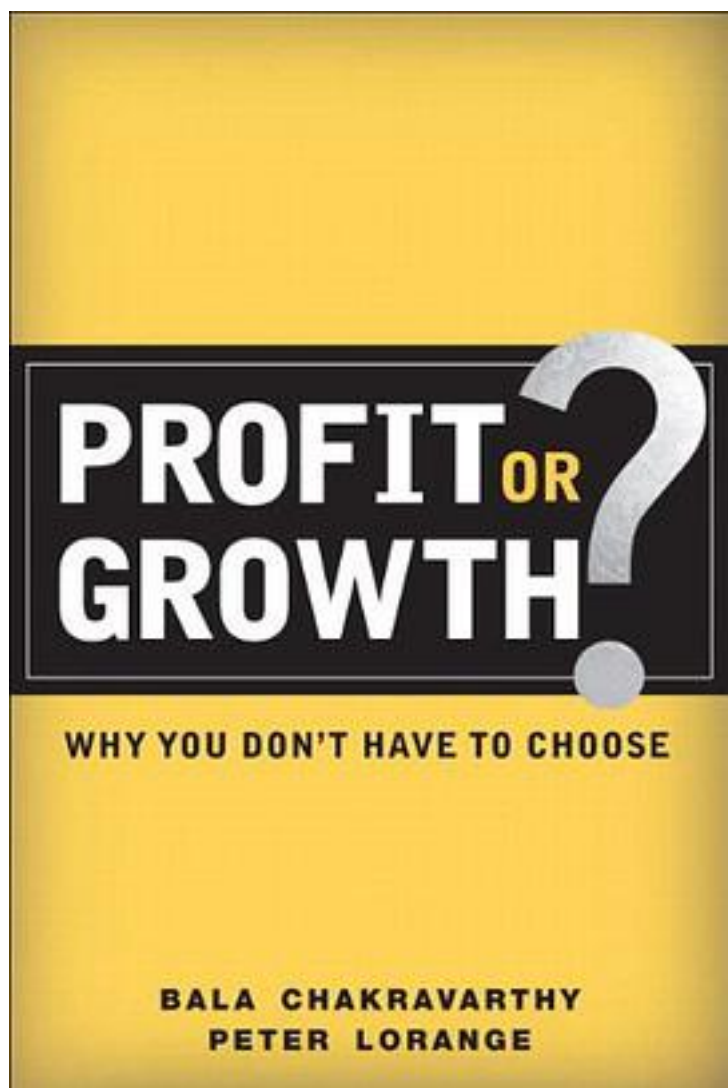


Profit or Growth?



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Driving profitable growth is not easy. This book provides tools and a framework for successfully sustaining profitable growth. The book is organized in two parts: Part I devoted to strategy and part II to execution. The author's begin by presenting four renewal strategies: protecting and extending, transforming, building, and leveraging, and illustrate how the latter two can be combined to ensure continuous renewal and sustain profitable growth. In Part II, the authors focus on the execution of renewal strategies. It examines the characteristics of the entrepreneur-manager, who is often the driver of renewal within an organization, explains how to locate a suitable organizational home for the project, presents ways to create support for its implementation, and coaching the entrepreneur-manager to success. The book then goes on to examine the role that top leadership must take in this process, including providing the overarching vision, values and culture to promote continuous renewal, and in managing the inevitable dilemmas in executing it.

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