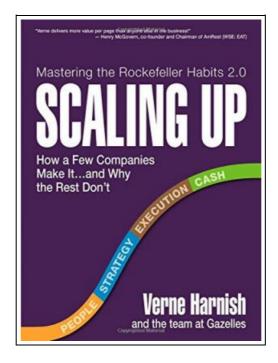
Scaling Up: How to Build a Meaningful Business. Enjoy the Ride (Hardback)



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Reviews

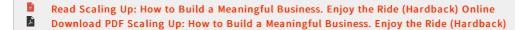
This published publication is wonderful. Of course, it is actually engage in, still an interesting and amazing literature. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Vickie Wolff)

SCALING UP: HOW TO BUILD A MEANINGFUL BUSINESS. ENJOY THE RIDE (HARDBACK)



Gazelles, Inc., United States, 2014. Hardback. Condition: New. Language: English . Brand New Book. 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.



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