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This book, *Grow to Greatness: Smart Growth for Entrepreneurial Businesses* is one of them. *In Search of Excellence* started it off, in my opinion. *Good to Great* sets a high bar for all other business books, but *The One Minute Manager* and

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Viewing growth as recurring change,
Grow to Greatness lays out a framework
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and pace. The book then takes readers
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grow substantially. PART 1 OF THE
GROW TO GREATNESS COURSE IS
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His book Smart Growth was named a Top

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25 for Entrepreneurial business owners by Inc. Magazine and a Top 10 Business Book for 2010 by the Toronto Globe and was awarded the Wachovia Award for Research Excellence.

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Well, growth is good; in fact, businesses either grow or die. Yes, and growth is a nice linear function that depends in large part upon a business's strategy. And growing bigger is always better. Those beliefs are common.

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Author Edward D. Hess dispels the myth that businesses must grow or die. Growth can create value. But, too much growth too fast outstrips effective processes, controls, or management capacity.

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For how to approach business development?and how to manage its risks and pace. The book then takes readers through chapters that explore whether the time is right to grow, how to do it, and how to manage the vital reality ...

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Based on extensive research of more than fifty successful growth companies, *Grow to Greatness* discusses the top ten growth challenges and how to overcome them.

Author Edward D. Hess dispels the myth that businesses must grow or die. Growth can create value. But, too much growth too fast outstrips effective processes,

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Simply put, most entrepreneurial start-ups fail. Those fortunate enough to succeed then face a second, major challenge: how to grow. This book focuses on the key questions an entrepreneur must answer in order to grow a business. Based on

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extensive research of more than fifty successful growth companies, *Grow to Greatness* discusses the top ten growth challenges and how to overcome them. Author Edward D. Hess dispels the myth that businesses must grow or die. Growth can create value. But, too much growth too fast outstrips effective processes,

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controls, or management capacity.

Viewing growth as "recurring change,"
Grow to Greatness lays out a framework
for how to approach business
development—and how to manage its risks
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through chapters that explore whether the
time is right to grow, how to do it, and

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how to manage the vital reality that growth requires the right leadership, culture, and people. Uniquely, this book aims to prepare readers for the day-to-day reality of growth, offering up the lived experiences of eleven entrepreneurs. Six workshops to assess where readers stand now and a suite of templates that will

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prove to be useful over time help bring the book's teachings to life. After reading this book, entrepreneurs will have a real understanding of their readiness to grow and place in the growth cycle, as well as a concrete action plan for where to take their businesses next. Many books address how to start a business, but this is a unique, go-

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For resource for readers who want to learn
how to thrive beyond the start-up phase.

Wall Street believes that all public companies should grow smoothly and continuously, as evidenced by ever-increasing quarterly earnings, and that all companies either "grow or die."

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Introducing a research-based growth model called "Smart Growth," Edward D. Hess challenges this ethos and its dangerous mentality, which often deters real growth and pressures businesses to create, manufacture, and purchase noncore earnings just to appease Wall Street. Smart Growth accounts for the complexity of

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growth from the perspective of organization, process, change, leadership, cognition, risk management, employee engagement, and human dynamics.

Authentic growth is much more than a strategy or a desired result. It is a process characterized by complex change, entrepreneurial action, experimental

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learning, and the management of risk. Hess draws on extensive public and private company research, incorporating case studies of Best Buy, Sysco, UPS, Costco, Starbucks, McDonalds, Coca Cola, Room & Board, Home Depot, Tiffany & Company, P&G, and Jet Blue. With conceptual innovations such as an

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Authentic Earnings and Growth System framework, a seven-step growth funnel pipeline, a Growth Decision Template, and a Growth Risks Audit, Hess provides a blueprint for an enduring business that strives to be better, rather than simply bigger.

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“Ed Hess's Hyper-Learning is uniquely practical and is the essential starting point for charting new ways of thinking, living, working, leading, and being fulfilled in our new world.” —Gary Roughead, Admiral, US Navy (retired) former Chief of Naval Operations

The Digital Age will raise the question of how we humans will

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stay relevant in the workplace. To stay relevant, we have to be able to excel cognitively, behaviorally, and emotionally in ways that technology can't. Professor Ed Hess believes that requires us to become Hyper-Learners: continuously learning, unlearning, and relearning at the speed of change. To do that, we have to

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Overcome our reflexive ways of being: seeking confirmation of what we believe, emotionally defending our beliefs and our ego, and seeking cohesiveness of our mental models. Hyper-Learning requires a new way of being and a radical new way of working. In Part 1 of this how-to book, Hess takes a practical workbook approach

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and helps readers create their Hyper-Learning Mindset, choose and embrace their needed Hyper-Learning Behaviors, and adopt their daily Hyper-Learning Practices. In Part 2, Hess focuses on how to humanize the workplace to optimize Hyper-Learning. Featuring case studies of three business leaders and two public

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companies, this book shows how to harness the power of human emotions, choices, and behaviors to enable the highest levels of human cognitive, emotional, and behavioral performance—individually and organizationally.

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For Entrepreneurial Business:
Concepts and Cases is a textbook designed for courses that focus on managing small to medium sized enterprises. It focuses on the major management challenges that successful start-ups encounter when leaders decide to grow and scale their businesses. The book is divided into two

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parts—text and cases—to provide professors with maximum flexibility in organizing their courses. The thirty-five cases can be used in conjunction with the text, or independently. Twelve cases are written as narratives with multiple teaching points, but without a focus on a particular business decision; the remaining twenty-

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Three cases were written around specific conundrums related to strategy, operations, finance, marketing, leadership, culture, human resources, organizational design, business model, and growth. Discussion questions are provided for each case. The text portion of the book discusses key issues derived from the

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author's research and consulting, and is meant to complement the case method of teaching, raising issues for conversation. In addition to the real-world knowledge that students will derive from the cases, readers will take away research-based templates and models that they can use in developing or consulting with small

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A Wall Street Journal bestseller Creating a culture of learning and growth. Growth is the goal. Helping people develop their potential—enabling them to articulate and become the self they want to be, are capable of being, and that best serves them

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For others in the short and long term—is what we as individuals and leaders strive toward. But how do we grow? It turns out it happens in a predictable way, which means we can understand where we are in our growth and chart a way forward. In this compact, complete guide, Whitney Johnson dives more deeply than ever into

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For the S Curve of Learning so that you can envision how growth happens and direct yourself and others in your organization to create a culture that fosters it. The growth and learning journey comes in three phases: the Launch Point, the Sweet Spot, and Mastery. Compelling examples of successful people will show you when and

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why growth is slow, how to keep going, what to do when growth and learning are almost too fast to keep up with, and how to leap from one growth journey to another. As individuals grow, so do organizations and societies. Growth is learning put into action—action that betters the world as we better ourselves and our

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For small niches, both personal and professional, within it. Growth occurs when learning is internalized—when we try something new and invest the effort to move it from being something we do to something we are.

The updated edition of the bestselling

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book that has changed millions of lives with its insights into the growth mindset “Through clever research studies and engaging writing, Dweck illuminates how our beliefs about our capabilities exert tremendous influence on how we learn and which paths we take in life.”—Bill Gates, GatesNotes After decades of research,

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world-renowned Stanford University psychologist Carol S. Dweck, Ph.D., discovered a simple but groundbreaking idea: the power of mindset. In this brilliant book, she shows how success in school, work, sports, the arts, and almost every area of human endeavor can be dramatically influenced by how we think

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For our talents and abilities. People with a fixed mindset—those who believe that abilities are fixed—are less likely to flourish than those with a growth mindset—those who believe that abilities can be developed. Mindset reveals how great parents, teachers, managers, and athletes can put this idea to use to foster

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outstanding accomplishment. In this edition, Dweck offers new insights into her now famous and broadly embraced concept. She introduces a phenomenon she calls false growth mindset and guides people toward adopting a deeper, truer growth mindset. She also expands the mindset concept beyond the individual,

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applying it to the cultures of groups and organizations. With the right mindset, you can motivate those you lead, teach, and love—to transform their lives and your own.

No company ever shrank to greatness,
conclude Dwight Gertz and João Baptista.

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Drawing upon their new study of more than 1,000 large companies, the authors argue that managers must move beyond the current wave of downsizing, restructuring, and reengineering. Contrary to current management fads, they contend that companies must grow to be great. Managers now involved in downsizing

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must consider long-term goals for growth alongside short-term measures for slimming. Gertz and Baptista shatter popular corporate myths by revealing that growth opportunities are everywhere, across all business sectors -- even in stable industries and in companies "too big to grow." Using case studies, Gertz and

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Baptista analyze successful high-growth firms such as Starbucks, Staples, USAA. They examine not only the strategies followed by these companies -- customer franchise management, superior new product development, and channel management -- but also what they did to make these strategies successful. They

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discuss how, regardless of differences in strategic approach, the transformations achieved by these firms are based on the same three "foundations for growth": superior customer value, outstanding economics across the value chain, and excellence in process execution. They demonstrate how these three foundations

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work together, forming a powerful framework through which to attain corporate goals. Distilling these findings into useful tools for the evaluation of any strategy, Gertz and Baptista show how those facing the difficult task of turnaround can get back to growth. By examining improvements at four

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For companies within the context of their growth framework, they analyze the combination of inspiration, leadership, and technique which has enabled these firms to prosper. Shifting the focus from cost-cutting to growth is a challenge that thousands of companies must now face. Gertz and Baptista have given CEO's,

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For Entrepreneurs and consultants in every industry a clear framework from which to build sustainable growth in revenues and profits. This book is a practical and colorful guide for those who want to grow to be great.

Organic business growth is governed by

Page 67/82

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its own natural laws—underlying truths that set the stage for growth and innovation, much in the way that Einstein's law of relativity accounts for the movement of objects in the space-time continuum. The most fundamental law is that uncertainty is the only certainty. Dominating forces are ambiguity and change; the processes at

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work involve exploration, invention, and experimentation. Unfortunately, these truths run counter to the principles of stability, predictability, and linearity that have long informed the design of our firms. *The Physics of Business Growth* helps readers understand how to create growth in today's business environment,

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providing them a roadmap and a set of practical tools to navigate its challenges.

The book lays out a three step formula that will prove invaluable to professionals who have the opportunity to influence growth now, as well as to tomorrow's growth leaders, guiding them in (1) creating the right employee and organizational

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mindsets to enable growth (2) building an internal corporate growth system, and (3) putting in place processes that result in identifying opportunities, launching growth experiments, and managing a growth portfolio.

Wall Street Journal Bestseller "The pick of

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2014's management books."—Andrew Hill, Financial Times "One of the top business books of the year." —Harvey Schacter, The Globe and Mail Bestselling author, Robert Sutton and Stanford colleague, Huggy Rao tackle a challenge that determines every organization's success: how to scale up farther, faster,

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For more effectively as an organization grows. Sutton and Rao have devoted much of the last decade to uncovering what it takes to build and uncover pockets of exemplary performance, to help spread them, and to keep recharging organizations with ever better work practices. Drawing on inside accounts and

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For studies and academic research from a
wealth of industries-- including start-ups,
pharmaceuticals, airlines, retail, financial
services, high-tech, education, non-profits,
government, and healthcare-- Sutton and
Rao identify the key scaling challenges
that confront every organization. They
tackle the difficult trade-offs that

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Organizations must make a choice between whether to encourage individualized approaches tailored to local needs or to replicate the same practices and customs as an organization or program expands. They reveal how the best leaders and teams develop, spread, and instill the right mindsets in their people-- rather than

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ruining or watering down the very things that have fueled successful growth in the past. They unpack the principles that help to cascade excellence throughout an organization, as well as show how to eliminate destructive beliefs and behaviors that will hold them back. Scaling Up Excellence is the first major business book

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devoted to this universal and vexing
challenge and it is destined to become the
standard bearer in the field.

To compete with today's increasing
globalization and rapidly evolving
technologies, individuals and
organizations must take their ability to

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Learn—the foundation for continuous improvement, operational excellence, and innovation—to a much higher level. In *Learn or Die*, Edward D. Hess combines recent advances in neuroscience, psychology, behavioral economics, and education with key research on high-performance businesses to create an

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actionable blueprint for becoming a leading-edge learning organization. Learn or Die examines the process of learning from an individual and an organizational standpoint. From an individual perspective, the book discusses the cognitive, emotional, motivational, attitudinal, and behavioral factors that

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promote better learning. Organizationally, Learn or Die focuses on the kinds of structures, culture, leadership, employee learning behaviors, and human resource policies that are necessary to create an environment that enables critical and innovative thinking, learning conversations, and collaboration. The

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Volume also provides strategies to mitigate the reality that humans can be reflexive, lazy thinkers who seek confirmation of what they believe to be true and affirmation of their self-image. Exemplar learning organizations discussed include the secretive Bridgewater Associates, LP; Intuit, Inc.; United Parcel Service (UPS);

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