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Jean-Frédéric Mognetti
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Cost-effective Business Expansion From Within



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Jean-Frédéric Mognetti : Organic Growth: Cost-Effective Business Expansion from Within before purchasing it in order to gauge whether or not it would be worth my time, and all praised Organic Growth: Cost-Effective Business Expansion from Within:

A key concern today for all those involved in business development is how to grow your company not only faster but cheaper (or economically). Organic Growth is a rigorous new concept, grounded in a common sense, two-pronged approach, that is, companies can continue to pursue high-risk, high-reward growth strategies, but they should also be

very aware of overlooked or sub-optimized opportunities for growth within their own company. This book is a guide to how to dynamically combine managerial and 'people' skills to unlock a hidden layer of corporate value.

From the Inside Flap Growth takes many forms. The trend is for mergers, acquisitions and diversification. But, based upon extensive research with global companies operating worldwide, Jean-Freacut;deacut;ric Mognetti challenges these growth paradigms. Organic Growth is not about total change - the upheaval of which adversely affects employees. It is about revisiting and re-engineering existing strategies in marketing and sales, sometimes in non-conventional ways. It is about getting more from the existing qualities of your staff and resources by rejuvenating process excellence. The beauty of this method is that the familiarity of the strategies allows for the speed of their implementation. From the Back Cover Growth in value is core to any business. In the tumultuous, rapidly changing and highly competitive arena that exists today it is increasingly hard to achieve. High-risk and high-reward strategies such as merging and acquisition are still key to achieving growth, but it is now time to look at your assets and realize the opportunities that exist within your own company. Organic Growth shows you how to unleash the sometimes overlooked skills within your organization and to enable you to deliver top-quality service and growth in value. 'Organic Growth reminds us to confront tough situations head-on and without excuses by continually rejuvenating process excellence for the good of our workforce, customers and shareholders.' Peter Davies, Chief Operating Officer, International Americas-DHL Worldwide Express '...In addition to the suggested tools and techniques, Organic Growth provides the reader with business attitudes and behaviours that will build the word growth into a company's strategic objectives and avoid misleading business fads...' Albert George, President, Sodexo Alliance 'Inventing PlayStation was a first step. Then staying at the forefront of the digital entertainment industry whilst continuing to expand our company is the result of systematic and sustained endeavours to create more intimate relationships with our customers. In Organic Growth I was pleased to read many recommendations, which are formalizing what our teams are so eager to permanently improve.' Chris Deering, President, Sony Computer Entertainment Europe 'Once in a while an academic like myself comes across a book written by a non-academic that is exciting to read and relevant to the field. Jean-Freacut;deacut;ric Mognetti's Organic Growth is one such book. It's about getting more out of your existing business; it's also about intuitive, real-world lessons in good management that Jean-Freacut;deacut;ric has acquired as a consultant and a keen observer of managers. He shares these lessons with his readers in a personal and engaging style.' Karam Kashani, Professor of Marketing, IMD, Switzerland Special thanks go to Nancy Roth Remington, Executive Director International Programs Goizueta Business School of Emory University, Atlanta, USA, for providing the business story entitled 'Killing Your Ambassador'. About the Author Jean-Freacut;deacut;ric Mognetti is Professor of Strategy and MBA Consulting Projects Coordinator, Development Asia, at HEC School of Management in Paris. He runs a successful consulting practice, JFM Management Services, with an international clientele. Professor Mognetti has a special interest in the sales and marketing consequences of strategic decisions and has focused both his academic and consulting interests on this topic. He received his Masters and pre-Doctorate degrees in Law from Universiteacut; de Paris Pantheacut;on Sorbonne and his MBA from IMD, Switzerland.