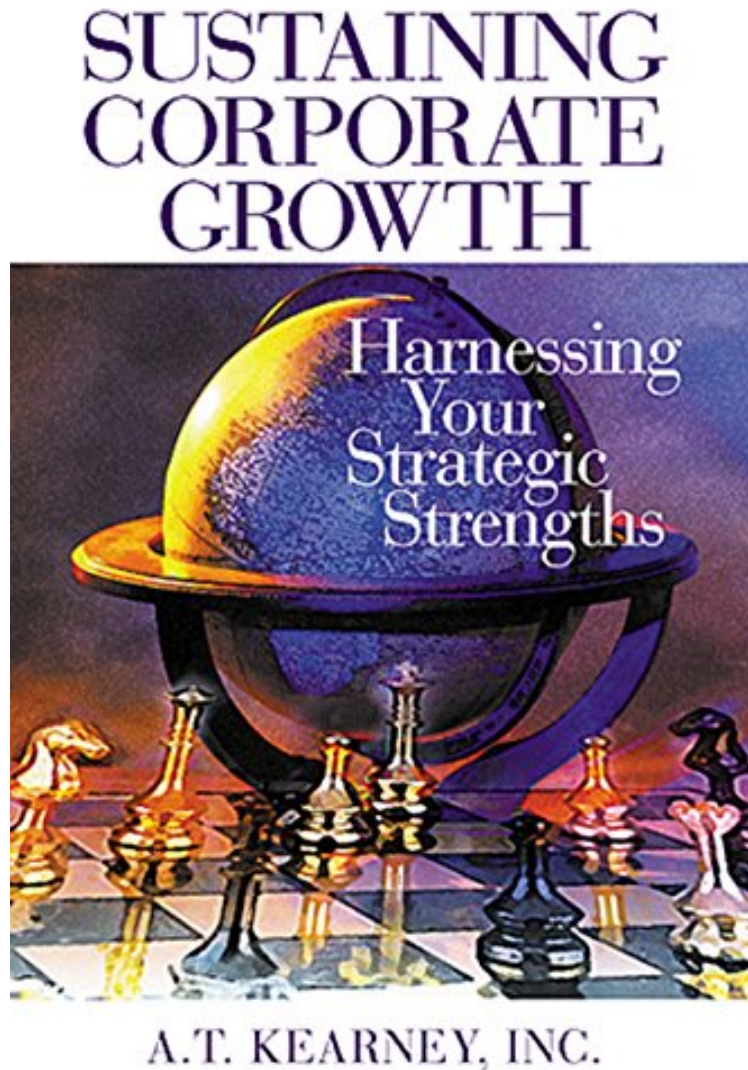


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Sustaining Corporate Growth: Harnessing Your Strategic Strengths

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The classic nursery story of "Jack and the Beanstalk" reads like a business dream come true: risky deal promises great returns, is scorned by skeptics, and ultimately results in phenomenal growth and profits. In the business world, Jack's fairy-tale experience is mirrored in the experiences of a select group of companies. The common thread: larger-than-

life growth accompanied by risk, obstacles, and incredible profits. And with growth becoming increasingly essential to creating and maintaining shareholder value, such stellar examples have much to teach the rest of us. Competitive forces never stop. Just when a company finds itself near the top of the growth curve, new competitors, and new competitive issues arise. Without a successful growth strategy, its stay at the top will be a short visit. While it's true that there is no permanent roadmap for growth, there are critical signposts along the way and some of them can be found in the stories of courage and innovation captured in *Sustaining Corporate Growth: Harnessing Your Strategic Strengths*. This book identifies the success factors that characterize the truly dominant market leaders. It defines the requirements for true critical competency and shows how to identify and keep them sustainable. It lays out a six step plan to winning competitively with core competencies and developing those that generate the greatest customer benefit. You get the inside scoop about what works, time and again, at globally admired companies. Through the stories of eight world-renowned companies that have conquered obstacles to achieve sustainable, long-term growth you understand what it takes to beat the odds. These unique, diverse stories reveal common keys to growth that transcend industry and geographic boundaries. The primary key? Identifying, nurturing, and harnessing a company's strategic strengths and making them the centerpiece of growth. *Sustaining Corporate Growth: Harnessing Your Strategic Strengths* describes the secrets of sustainable success at some of the world's best-known companies.