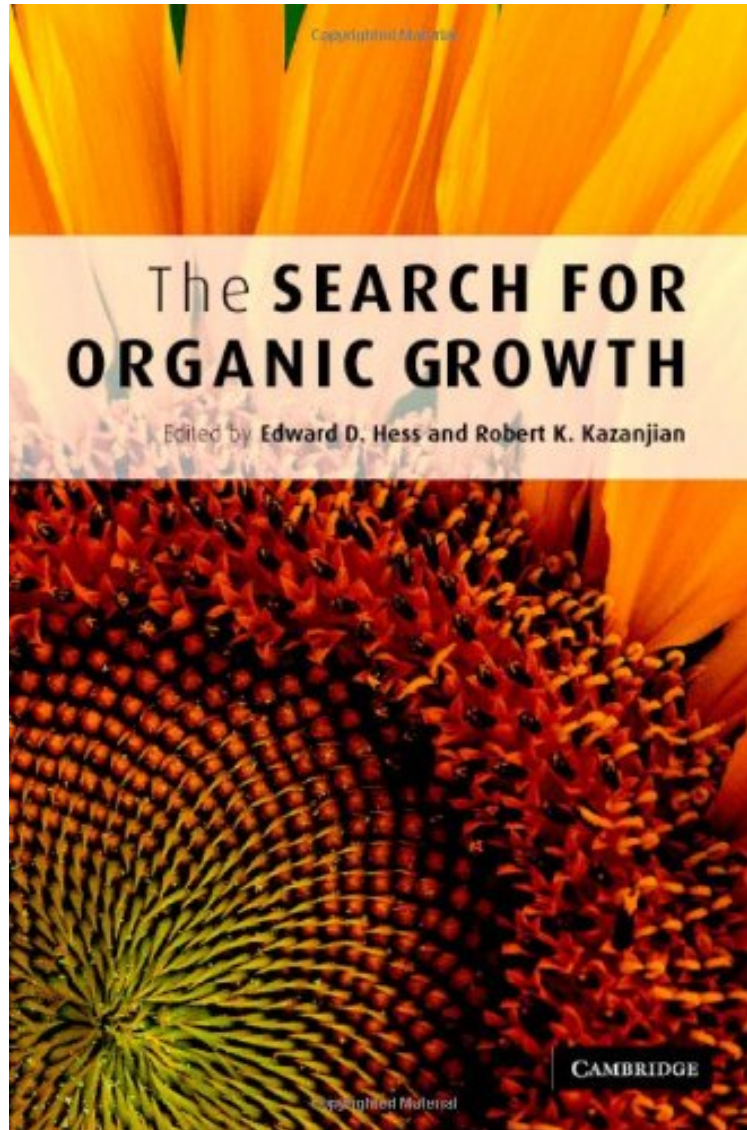


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## The Search for Organic Growth

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1 of 1 people found the following review helpful. Practical Perspectives By Ben J. Dyer Ed Hess and his colleagues have obviously performed very thorough research with companies that have achieved and sustained true organic growth. He has distilled from this research 69 takeaways that every aspiring CEO should take to heart. The book is well written, with interesting case studies, and with the key points clearly noted and emphasized. It's a practical companion for anyone engaged the art of leading and managing growing companies.

To remain successful, companies must respond to the challenge of achieving continual internal or core growth. But how is this done, and why do some strategies work better than others? In *The Search for Organic Growth*, leading writers on business strategy and organization offer authoritative analysis and practical guidance on implementing a strategy for organic growth. All businesses go through life cycles, and momentum can be created in many ways from new products and market extensions, to add-ons and enhancements. The book also answers crucial questions such as how to keep customers happy during periods of change, how to foster an entrepreneurial environment and satisfy individual potentials, and how to turn the immense short-term revenue pressures of a push towards growth to your advantage. A lively resource for business school faculty, MBAs and executives, this book is ideal for any reader interested in connections between latest business thought and practice.

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About the Author Edward D. Hess is Adjunct Professor of Organization and Management, Executive Director of the Center for Entrepreneurship and Corporate Growth, and Executive Director of the Values-Based Leadership Institute at the Goizueta Business School at Emory University. Robert K. Kazanjian is Professor of Organization and Management at the Goizueta Business School, Emory University.