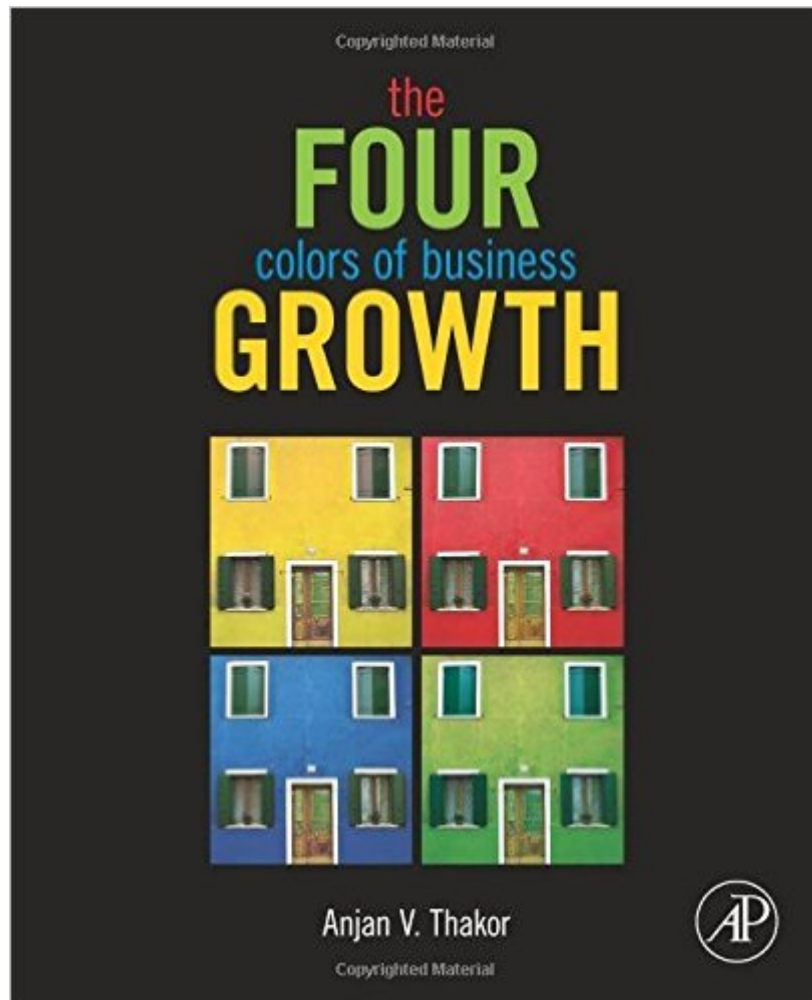


The book was found

# The Four Colors Of Business Growth



## Synopsis

Defining an organization by its growth strategy enables business leaders to make better decisions about the ways their companies compete. Anjan Thakor's four categories of growth, which he arranges into the Competing Values Framework, delivers methods for developing strategies grounded in internal cultures and industry goals. Written for professionals, this book provides easy access to concepts in fields as diverse as corporate strategy, finance, organizational behavior, change management, and leadership. Teaches ways to formulate a growth strategy and implement it through simple organizational interventions. Provides an intuitive framework and common language about growth strategies. Teaches readers how an effective growth strategy can boost stock price. Readers learn what kind of growth strategy will maximize the value of an organization. Readers with varied functional backgrounds can understand these concepts.

## Book Information

Paperback: 184 pages

Publisher: Academic Press; 1 edition (August 1, 2011)

Language: English

ISBN-10: 0123852390

ISBN-13: 978-0123852397

Product Dimensions: 7.5 x 0.4 x 9.2 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (2 customer reviews)

Best Sellers Rank: #692,447 in Books (See Top 100 in Books) #152 in [Books > Textbooks > Business & Finance > Banking](#) #412 in [Books > Business & Money > Processes & Infrastructure > Structural Adjustment](#) #470 in [Books > Business & Money > Processes & Infrastructure > Organizational Change](#)

## Customer Reviews

It is a must read for people that want to grow their businesses! Easy to read and comprehend. I have bought this book for three other people to read.

Easy to understand and digest, but more important - easy to put into action!

[Download to continue reading...](#)

The Four Colors of Business Growth Business Plan: Business Tips How to Start Your Own

Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Growth Hormones and Growth Factors in Acromegaly and Beyond: 4th International Workshop on "Highlights in Basic and Clinical Neuroendocrinology", Athens, November 2005: Proceedings TOP 101 Growth Hacks: The best growth hacking ideas that you can put into practice right away Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - Franchise Business: A Powerful Winning Strategy for Business Growth in Any Economy Four-by-four Driving: Off-roader Driving The Four Agreements Companion Book: Using the Four Agreements to Master the Dream of Your Life (Toltec Wisdom) Divergent Series Four-Book Paperback Box Set: Divergent, Insurgent, Allegiant, Four John Jenkins (1592-1678) four pieces in four parts for recorders or other instruments Injustice: Gods Among Us: Year Four Vol. 1 (Injustice: Gods Among Us Year Four) Designing for Growth: A Design Thinking Tool Kit for Managers (Columbia Business School Publishing) The Designing for Growth Field Book: A Step-by-Step Project Guide (Columbia Business School Publishing) Designing for Growth: A Design Thinking Toolkit for Managers (Columbia Business School Publishing) Instagram: Instagram Blackbook: Everything You Need To Know About Instagram For Business and Personal - Ultimate Instagram Marketing Book (Social Media ... Influencer, Instagram Rapid Growth) The Emerging Markets of the Middle East: Strategies for Entry and Growth (International Business Collection) Information Technology for Management: Advancing Sustainable, Profitable Business Growth Getting Digital Marketing Right: A Simplified Process For Business Growth, Goal Attainment, and Powerful Marketing Key Business Analytics: The 60+ tools every manager needs to turn data into insights: - better understand customers, identify cost savings and growth opportunities

[Dmca](#)