

《EVERY BUSINESS IS A GROWTH BUS(ISBN=9780812933055)》

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内容简介

What's the number one item on every company's agenda?

Profitable Growth.

Every Business Is a Growth Business is your one-stop guide to making profitable growth happen. It's a radical and refreshing source of ideas, inspiration, and common sense, all based on the unparalleled experience and access of Ram Charan and Noel Tichy.

Charan and Tichy have worked with some of the world's leading executives--people such as Jack Welch of GE, Eckhard Pfeiffer of Compaq, Larry Bossidy of Allied Signal, John Reed of Citigroup, Dick Brown of Cable Wireless, Alex Trotman and Jacques Nasser of Ford, and the senior management of Coca-Cola--who have transformed their companies into profitable growth machines. Every Business Is a Growth Business is a distillation of what the authors and these unique leaders have learned about profitable growth:

If your business isn't growing sustainably and profitably, it's dying.

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作者简介

Ram Charan has advised CEOs and worked with boards of directors, and he was named in Business Week's top ten for in-house executive education. Some of his current clients include Citigroup, DuPont, Ford, General Electric, Bell Atlantic, Compaq, Warner-Lambert, Tek-tronix, Allied Signal, Cable & Wireless, KeraVision, and Universal Studios. He has been on the faculty of both the Harvard Business School and Northwestern University and is also the author of Boards at Work. Noel M. Tichy is a professor at the University of Michigan Business School and a worldwide consultant specializing in leadership and organizational transformation. His previous books include The Leadership Engine (with Eli Cohen) and Control Your Destiny or Someone Else Will (with Stratford Sherman).

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