



Organic Growth: Cost-Effective Business Expansion from Within

Jean-Frédéric Mognetti

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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.



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