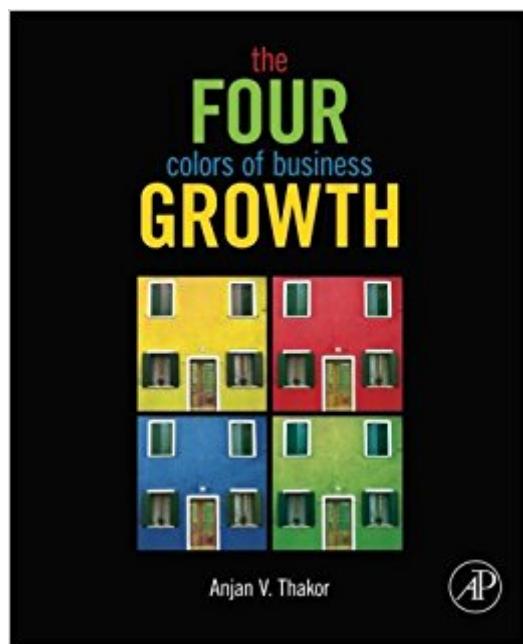


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# The Four Colors Of Business Growth



## 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

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## Customer Reviews

"For a global, multi-cultural company to succeed, it needs a common language. The Competing Values Framework provides it and has been an essential tool for gaining alignment around strategies and organizational priorities within Bunge's senior leadership team." --Aberto Weisser, CEO Bunge Limited "Not since Jim Collins' 'Good to Great' have I been so stirred to thought and action as I am by the practical application of the Competing Values framework. Stimulating healthy growth is the lifeblood of all enterprises. Combining the behavioral realities of the company's talent and the rational realities of an individual's gifts strikes at the

heart of good leadership. Harnessing the potential of an organization by recognizing and nurturing the ability to reach across disciplines and personalities to create teamwork that can focus its resources on the best growth opportunities. A book worth sharing with your leadership team across all disciplines." --Ron Fromm, Chairman and CEO, Brown Shoe Company, Inc.

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.

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!

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