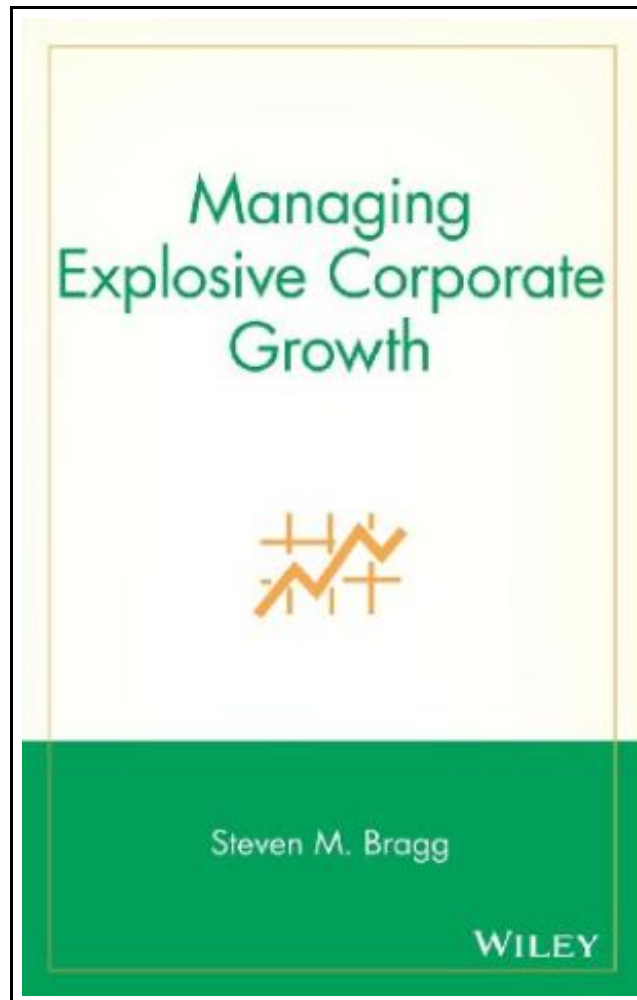


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John Wiley and Sons Ltd, United States, 1999. Hardback. Book Condition: New. New.. 228 x 154 mm. Language: English . Brand New Book. As paradoxical as it sounds, one of the toughest problems facing many of today's most successful companies is success itself. Like living organisms, companies are complex networks of interdependent systems-and unless managers recognize and swiftly implement the changes to those systems required by a sudden surge in demand, a booming business can easily go bust under the strain. Recent history abounds with examples of companies whose overnight success led to morning-after failure because their managers, like most managers, lacked the training or experience needed to manage explosive growth. Yet, surprisingly, until recently there have been few expert guides devoted exclusively to this crucial change management issue. *Managing Explosive Corporate Growth* is a practical guide to piloting your company through periods of explosive growth with minimum damage and maximum sustainable profits. Author Steven Bragg explores the reasons why companies succeed or fail to adapt to explosive growth. He identifies the warning signs of impending explosions or declines in sales volume and zeroes in on the key growth issues specific to each functional area of the company-including accounting, auditing, IT, customer service, distribution, engineering, finance, HR, manufacturing, and sales and marketing. He also presents clear-cut guidelines on how to balance the demands of all organizational areas while guaranteeing customer satisfaction. In addition to proven strategies for planning, financing, and managing explosive growth, he provides you with valuable explosive growth management tools, including checklists of key explosive growth indicators; metrics and reporting systems for controlling cash flow; multi-option budgeting systems that address all growth levels; and reporting systems that help you monitor and control rapid expansion. *Managing Explosive Corporate Growth* is an indispensable working resource for corporate managers, internal...



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