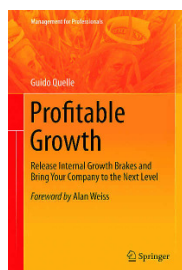


Book Tip

Profitable Growth

Release Internal Growth Brakes and Bring Your Company to the Next Level



The general market mantra for companies is to grow – be it profits, the customer base, the market reach or all three – as there is no such thing as productive stagnation. Even if a company is on a very good track, if it is not moving forward in terms of growth it will be overtaken eventually. So aiming for growth is the way to go, thus growth strategies are a topic broadly discussed in the management literature. However, it is important to note, that growth is not worth any price. Only profitable growth endures long-term. Many guides for growth strategies focus on the external factors such as markets, customers and competitors. The book *Profitable Growth – Release Internal Growth Brakes and Bring Your Company to the Next Level* takes a different per-

spective. It dives into the internal factors influencing or more precisely hindering growth. The author, German management consultant Guido Quelle, delivers proof that if an organisation is not ready to grow, all growth initiatives are doomed to fail, independent of the general economic climate, competitor action or market development. Thus, taking stock of internal settings is the first step to identify growth barriers. This book helps to identify and address internal growth blockers and explains how growth can be measured, planned and pursued in an orderly fashion. Eleven chapters take the reader through all growth relevant areas in his organisation and showcases what might be growth hinderers and why. If the reading of the complete 184 pages seems to lengthy, the author himself gives the tip to focus on chapter 11 as it addresses the personal situation.

Even if this book takes a very broad management perspective, it gives valuable input for market researchers as it includes guidance as to how market research as a role can support growth, since he sees it as a must that a company is in dialogue with its target group or potential target group.

Guido Quelle

Profitable Growth Release Internal Growth Brakes and Bring Your Company to the Next Level

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