



## Grow to Be Great: Breaking the Downsizing Cycle

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By Dwight L. Gertz

Free Press. Paperback. Book Condition: New. Paperback. 224 pages. Dimensions: 8.8in. x 5.9in. x 0.7in. No company ever shrank to greatness, conclude Dwight Gertz and Joo Baptista. Drawing upon their new study of more than 1,000 large companies, the authors argue that managers must move beyond the current wave of downsizing, restructuring, and reengineering. Contrary to current management fads, they contend that companies must grow to be great. Managers now involved in downsizing must consider long-term goals for growth alongside short-term measures for slimming. Gertz and Baptista shatter popular corporate myths by revealing that growth opportunities are everywhere, across all business sectors -- even in stable industries and in companies too big to grow. Using case studies, Gertz and Baptista analyze successful high-growth firms such as Starbucks, Staples, USAA. They examine not only the strategies followed by these companies -- customer franchise management, superior new product development, and channel management -- but also what they did to make these strategies successful. They discuss how, regardless of differences in strategic approach, the transformations achieved by these firms are based on the same three foundations for growth: superior customer value, outstanding economics across the value chain, and excellence in process execution. They...



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