# Go for Growth: Five Paths to Profit and Success - Choose the Right One for You and Your Company

By Robert M. Tomasko

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Go for Growth: Five Paths to Profit and Success - Choose the Right One for You and Your Company, Robert M. Tomasko, This title issues a bold challenge to business managers to commit their companies to sustained measurable growth and enduring success. Noted business author and management consultant Robert M. Tomasko details five distinct paths that can take any company, large or small, to higher levels of productivity and prosperity. Important points are fully illustrated with examples drawn from a wide variety of companies in a broad range of markets. Using a dynamic "people-centered" approach, he shows how to match these paths or game plans with the specific characteristics of your business and its key employees. These five paths include: Breaking the Rules: Destabilizing an industry to create new markets describes how to expand your business by violating rules or standards that are obsolete or so entrenched that no one questions them anymore, leaving the market wide open to astute individuals who can spot the telltale signs. "Go for Growth" tells how to identify these markets and how to seize the initiative, along the lines of Silicon Graphics and...

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## Reviews

*Extensive guideline! Its this sort of very good go through. I have got read and i am confident that i will gonna read through once more once more in the future. Once you begin to read the book, it is extremely difficult to leave it before concluding.*
*-- Joana Champlin*

*Unquestionably, this is actually the greatest function by any writer. We have go through and so i am confident that i am going to gonna read through once more once again later on. I am just happy to explain how this is actually the very best book i have got go through during my individual existence and might be he greatest ebook for ever.*
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