

1. Record Nr.	UNINA9910454447303321
Autore	Bamburg Jill <1951->
Titolo	Getting to scale [[electronic resource]] : growing your business without selling out // Jill Bamburg
Pubbl/distr/stampa	San Francisco, CA, : Berrett-Koehler Berkeley, : Publishers Group West [distributor], c2006
ISBN	1-282-29884-4 9786612298844 1-60509-015-8
Edizione	[1st ed.]
Descrizione fisica	1 online resource (193 p.)
Collana	0
Disciplina	658.02/2
Soggetti	Small business - United States - Management Entrepreneurship - United States Social responsibility of business - United States Success in business - United States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 153-163) and index.
Nota di contenuto	Contents; Foreword; Preface; Introduction: There IS Another Way; Chapter 1 Mission Comes First; Chapter 2 Any Business Can Do It; Chapter 3 Organic Is the Way to Grow; Chapter 4 Finance Your Independence; Chapter 5 Build Your Values into the Brand; Chapter 6 Match Manufacturing to Mission; Chapter 7 Morph Early and Often; Chapter 8 Form Follows Function; Chapter 9 The Soft Stuff Is the Hardest; Chapter 10 Getting to Scale: Is It Right for You?; Notes; Additional Resources; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; R; S; T; U; V; W; Z; About the Author
Sommario/riassunto	Jill Bamburg presents the first book to deal with a central issue for almost all small businesses: how to preserve one's values while simultaneously maintaining growth and competitiveness in the marketplace.