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Nota di bibliografia	Includes bibliographical references and index.
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Sommario/riassunto	Grow the Core stands conventional wisdom about business growth on its head and provides a proven formula for growing your business in recessionary times. These days, it's a common belief among business leaders across industry sectors that the best way to grow their businesses is to expand into new markets. In reality, virtually all top- performing companies achieve superior results through a leading position in their core business. Unfortunately, there's very little in the way of practical advice on how to do this. Grow the Core shows you how to focus on your core business for br