

1. Record Nr.	UNINA9910808465803321
Autore	Jaworski Bernard J.
Titolo	The organic growth playbook : activate high-yield behaviors to achieve extraordinary results--every time / / Bernard J. Jaworski, Robert S. Lurie
Pubbl/distr/stampa	Bingley, England : , : Emerald Publishing, , 2020
ISBN	1-83982-684-3
Descrizione fisica	1 online resource (305 pages)
Collana	AMA leadership series
Disciplina	658.8
Soggetti	Marketing Corporations - Growth
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	Conventional marketing strategies that focus on product differentiation and positioning often fail to deliver faster growth. In this re-published book, Jaworski and Lurie offer a novel approach to this problem of growth.