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Nota di contenuto	Cover -- Introduction -- People, power and profits: linking strategy to business growth -- Product development: five keys to increasing speed and predictability -- Successfully launching your product: getting it right -- Want to accelerate organic growth? Retool your marketing factory!.
Sommario/riassunto	In his interview with ManagementFirst, corporate growth guru Chris Zook reveals that over 80 percent of companies that achieved good growth levels over ten years grew in a pattern that resembled the emanating rings of a tree. They grew in their core business, possibly gaining a slight amount of market share, but they also pushed out the boundaries of their core businesses to somewhat new areas.