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Nota di contenuto	Business Genius; Credits; About the author; Inspiration; Part 1 Right brain, left brain; Track 1: Fast Growth; Track 2: Business Bubbles; Track 3: Entrepreneurial Leaders; Part 2 Future back, now forward; Track 4: Growth Markets; Track 5: Smarter Strategies; Track 6: Business Innovation; Part 3 Outside in, inside out; Track 7: Customer Power; Track 8: Brand Propositions; Track 9: Market Networks; Part 4 Radical ideas, practical action; Track 10: Energizing people; Track 11: Inspiring Change; Track 12: Delivering Results; The Genius Lab; Business Brainscan; More Genius; Index
Sommario/riassunto	At last, a more inspired approach to business. Business Genius describes how to grow your business more effectively through intelligent strategy and imaginative leadership, radical innovation and sustained change. Combining the entrepreneurial passion of a start-up with the commercial rigour of large enterprises... this is for everyone

who seeks the inspiration to think and act differently. Business Genius helps you drive more profitable, sustainable growth in today's fast changing and connected markets. It explores the challenges of strategy and innovation, leadership and change as you grow
