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Nota di bibliografia	Includes bibliographical references (p. 239-252) and index.
Nota di contenuto	Is bigger better? -- A bigger stock price is not always a good thing -- Growth is about moving forward -- Are you a fixer or a grower? -- Know where to look -- Know what they want -- Tell the truth -- Create tension to generate forward movement -- Win hearts and minds -- Master momentum and bounce -- Know when to let go, and how to share the wealth.
Sommario/riassunto	When it comes to business growth, bigger is not always better. The key to achieving growth is to change the way we think about it. Genuine growth has more to do with reaching maximum potential than reaching maximum size. Based on ten years of research and dozens of personal interviews by the author, <i>Bigger Isn't Always Better</i> identifies seven key habits of mind that lead to real growth, and shows, through many examples, how they have been applied successfully. Examples include Darcy Williams at Nike, who championed a range of products for women that did not fit into the established market.