



The Growth Cube: Unlocking the Growth Potential of Your Company (Paperback)

By Gary Ross

Braugler Books, LLC, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Do you want to grow your business at a rapid and sustainable pace? Gary Ross, a four-time CEO, with experience spanning from large public companies to start-ups, shares his proven six-dimension Growth Cube approach to business success. If you are a CEO, an executive leader, an entrepreneur, have a family-owned company, or are just starting your business, The Growth Cube provides a step-by-step guide with tips, charts and graphics. Gary openly shares real business scenarios, mistakes and insights - direct from the desk of the CEO. You ll learn: How to build a team of raving associates that are as excited about your company as you are The secret to accelerating growth through your current customers, including a 5-step customer touchpoint plan Why shifting your sales resources to a customer-centered approach changes the game How to develop a steady stream of new products that your customers and prospects will love Insights on entering new markets successfully without wasting a lot of time or money Which financial metrics are most important - and the vital signs for achieving profitable growth Gary leverages his...



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