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# **The Growth Director S Secret Why Businesses Struggle To Grow And What You Can Do To Change It**

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Sustainable growth can be the most important attribute a business has, yet it is commonly the least well-managed area of a business's operations. The Growth Director's Secret, published by Bloomsbury and written by Andy Brent (Founding Partner at Think Again) explains why this is often the case. The Growth Director's Secret The Growth Director's Secret is essential reading for business owners and managers, proposing a challenging and innovative Growth Paradigm for companies who want to break the constraints of conventional business thinking and set themselves up for significant, sustained, profitable growth. The Growth Director's Secret: Why Businesses Struggle to ... In 'The Growth Director's Secret' Andrew

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Brent hides a truth within a process within an idea, and in so doing he has created a marketing book for the ages. The central conceit of the book (the 'idea') is that in most businesses no single person has sole responsibility for growth. The Growth Director's Secret | The Marketing Society Given it's their secret, who is the Growth Director? Only 4% of the top 100 (consumer) companies have a Director of Growth. It should come as no surprise then that companies do a much better job of hitting their profit targets than their growth targets, given 100% of companies have a Director of Finance, accountable to the CEO, and in turn, the shareholders. Under the Spotlight: The Growth Director's Secret | The ... 'The Growth

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Director's Secret' recently published by Bloomsbury examines this question and identifies 3 key reasons for the existence of The Growth Paradox: Most companies don't take growth seriously. Insights - The Growth Director's Secret The Growth Director's Secret is essential reading for business owners and managers, proposing a challenging and invative Growth Paradigm for companies who want to break the constraints of conventional business thinking and set themselves up for significant, sustained, profitable growth. The Growth Director's Secret: Why Businesses Struggle to ... Thank you for taking the trouble to read my book 'The Growth Director's Secret' I hope you found it challenging and genuinely useful for your business. I'd

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appreciate your feedback on the book. Your Name (required) Your Organisation (required) Your Email (required) Feedback - The Growth Director's Secret A growth engine is only as good as the sum of its parts. The Growth Director's Secret illuminates not only the parts, but the recipe for healthy, repeatable success. Whether you're a small company or a large enterprise, diving into Andy's insights will be a worthwhile journey.

- - Kieran Hannon, Chief Marketing Officer, Belkin International

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[www.thinkagaingrowth.com](http://www.thinkagaingrowth.com). ASIA OFFICE Suite 409 Beverley Commercial Centre 87-105 Chatham Road South Tsim Sha Tsui, Kowloon What We Do - Think Again Growth can be the most important attribute that any business can have, and yet is commonly the least well-managed area of a business' operations. Explaining why this is, The Growth Director's Secret examines the structural/cultural factors that hold many conventionally-organized companies back. The Growth Director's Secret: Why Businesses Strug... by ... In The Growth Director's Secret, Andy Brent makes the important connection between the latest thinking in consumer behaviour, organisational strategy and board performance. The growth director's secret : why



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businesses struggle to ... Author of 'The Growth Director's Secret' published by Bloomsbury. 'The Growth Director's Secret' addresses the subject of growth: why it is so important for medium/long-term business success; why only 10% of companies manage to grow profitably for any sustained period; and how new learnings emerging from the world of neuroscience are transforming the way the smartest companies ... Andy Brent - Book Author - The Growth Director's Secret ... The Grower's Secret Story began in 1995 on a mushroom farm on Maui with a phone call that started a collaboration between two long time friends, lab partners and plant pathologists, Bryan Hiromoto and Wesley Chun, both have degrees in plant

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