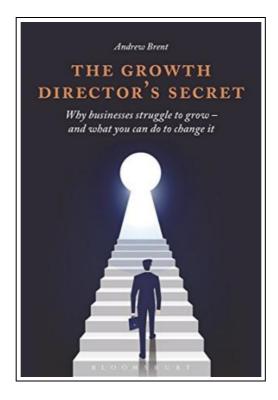
The Growth Directors Secret: Why Businesses Struggle to Grow & What You Can Do to Change it



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This ebook is really gripping and interesting. It is among the most remarkable pdf we have study. It is extremely difficult to leave it before concluding, once you begin to read the book.

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THE GROWTH DIRECTORS SECRET: WHY BUSINESSES STRUGGLE TO GROW & WHAT YOU CAN DO TO CHANGE IT



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Bloomsbury, 2017. Hardcover. Condition: New. 248pp. Growth can be the most important attribute that any business can have, and yet is commonly the least well-managed area of business operations. Explaining why this is, The Growth Directors Secret examines the structural/cultural factors that hold many conventionally-organized companies back. The book explores important new insights from neurological research, which reveals near-universal misunderstandings about consumer motivations, shopping behavior and brand choice. Andy Brent shows how these flaws lead many businesses to develop bland, undifferentiated consumer propositions and wasteful commercial/marketing plans, which condemn them to year upon year of stagnant growth. The book challenges much current commercial and marketing thinking, and introduces important new ideas such as: The Big Growth Mistake that almost all companies make; Shopping on Auto-pilot; the crucial Moments of Maximum Emotional Impact (MoMIs) where all brand choice decisions are made; and Marketing at Open Minds - a challenging new way to think about building growth-orientated marketing plans. The Growth Directors 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.



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