



## Getting Bigger by Growing Smaller: A New Growth Model for Corporate America

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FT Press, 2003. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Acknowledgements. Introduction. 1. Grow Smarter or Die: The Formation of a Strategic Entrepreneurial Unit (SEU). The SEU: A New Model of Growth. Why Corporate America Needs a New Growth Model. What the SEU Needs to Succeed. What the SEU Can Achieve. Anatomy of an SEU. The Traditional VC Model. Short Term Is Out-Long Term is In. A Fresh Perspective. Large Companies Should Win. 2. The Corporate Life Cycle: Why Can't Businesses Grow Forever? Is Corporate Death Inevitable? Corporate Renewal Programs. Corporate Life Cycle. The Evidence. How Big and Old Do Public Companies Get? Typical Profile of a Fortune 500 Company? Why Don't Big Companies Grow Forever? Let's Ask the Experts. Extending the Life Cycle: A Few Cases in Point. Company at Point "A". Company at Point "B". Company at Point "C". Company at Point "D". Company at Point "E". Creating a Template for Future Corporate Empires. 3. What's Wrong with the Current System? Compensation without Long-Term Value Creation. High Compensation without Revenues-Now That's a Problem. Money Is Not Everything-But It's Pretty Darn Important. Whatever Goes Up Return without Risk: Not Bad if You...



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