



# Growth or Bust!

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Now more than ever, company leaders need fresh ideas about how to grow their organization—s sales and profits. Growth or Bust! is a manual that can be used by any company leader for finding untapped growth potentials. Whether used by a single member of a management team or as a workbook throughout the company, Growth or Bust! will teach you how to:

- "• Build a growth strategy that will leverage all facets of your organization
- "• Initiate innovation process for increasing sales and profits
- "• Mine the untapped potential within your existing customer base
- "• Get more productivity out of your team
- "• And much, much more

Growth or Bust! is a toolbox of growth for top management, sales and marketing management, and entrepreneurs in any business or industry. It will help you to see what you can implement directly as well as where you can foster new or accelerated growth in other parts of your organization.

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