



Greiner Growth Model: Anticipate crises and let your company grow (Management & Marketing Book 3)

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Anticipate crises and let your company grow

This book is a practical and accessible guide to understanding and implementing the Greiner growth model, providing you with the essential information and saving time.

In 50 minutes you will be able to:

- Identify the five phases of growth that every company experiences during its lifetime: creativity, direction, delegation, coordination and collaboration.
- Recognize the crises that bring an end to each growth phase and what you can do to reduce their impact
- Use the model to anticipate future changes and act accordingly so as to ensure the sustainability of your company

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