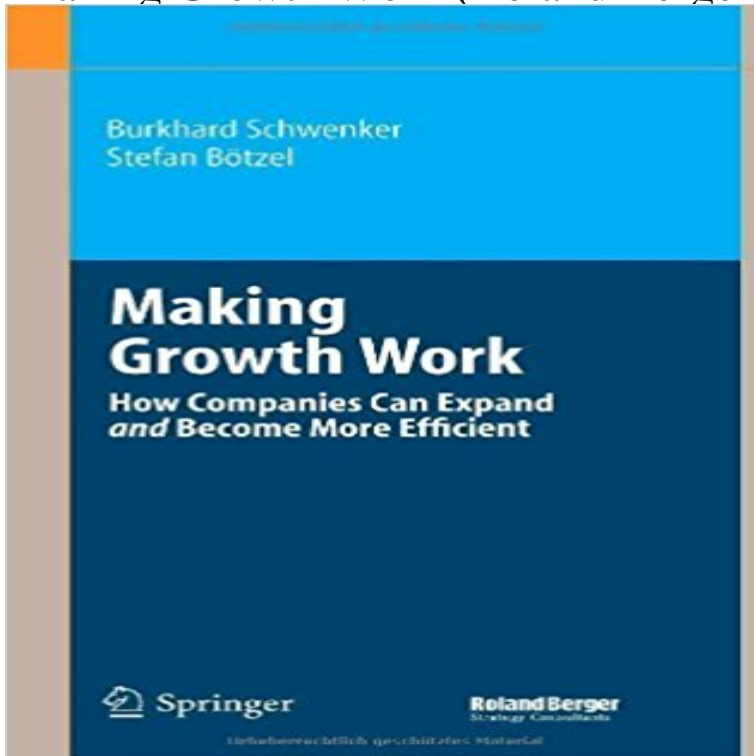


Making Growth Work (Roland Berger-Reihe)



Growth is the key goal of management. Its not just an indicator of a companys performance, but also the basis for its future success. But growth doesnt just mean getting bigger it also means getting better. In other words, growth must be profitable, otherwise it destroys the companys value long term. And this is not the only challenge. Growth must also be made continuous. The traditional V-curve paradigm (first downsize, then grow) no longer applies. Today, companies must follow a parallel strategy of growth coupled with reorganization, in the sense of permanently increasing efficiency. In Making Growth Work it is shown how companies can grow successfully in the long term. The authors present the results of extensive studies carried out by Roland Berger Strategy Consultants on the subject of corporate growth and use them as a basis to develop new concepts for sustainable profitable growth.

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