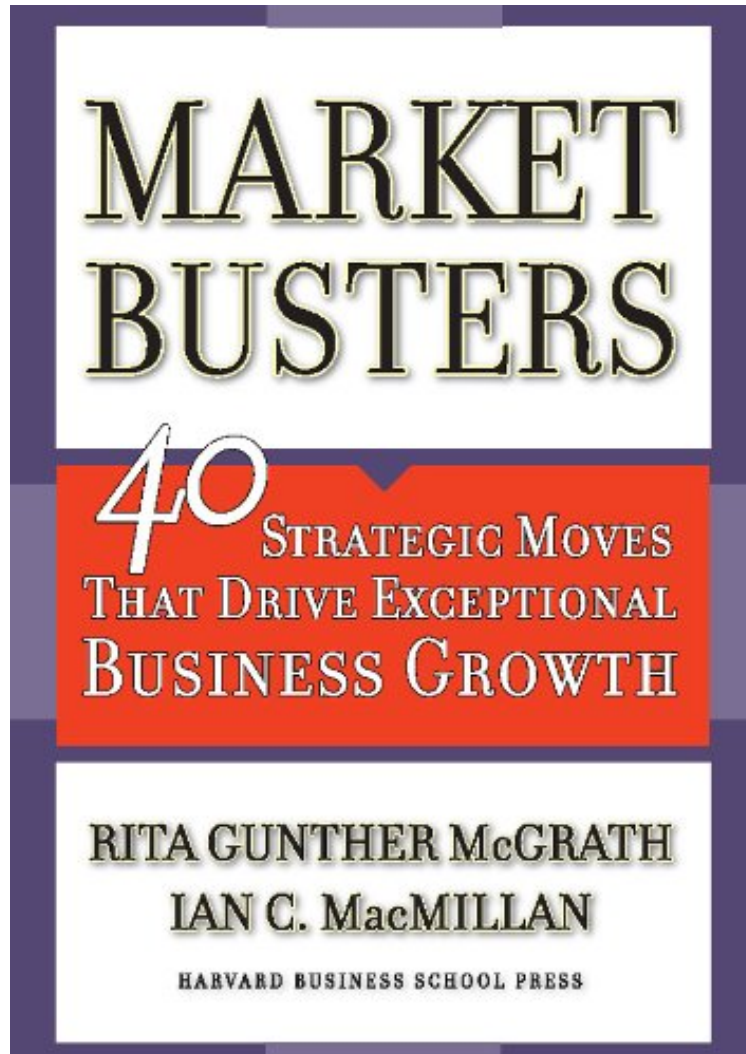


## Marketbusters: 40 Strategic Moves That Drive Exceptional Business Growth

*Rita Gunther McGrath, Ian C. Macmillan*  
DOC | \*audiobook | ebooks | Download PDF | ePub



DOWNLOAD



READ ONLINE

#608748 in eBooks 2005-02-17 2005-02-17File Name: B007UPDCQC | File size: 20.Mb

**Rita Gunther McGrath, Ian C. Macmillan : Marketbusters: 40 Strategic Moves That Drive Exceptional Business Growth** before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketbusters: 40 Strategic Moves That Drive Exceptional Business Growth:

0 of 1 people found the following review helpful. Very Thought ProvokingBy Roger BauerThis book hits the nail on the head in many areas, but its greatest quality is that it is thought provoking. Perhaps your company is stuck in a rut and you need to create ways to get it growing again--this book will help get the thought process going. This could also serve as a team building book in that you could buy a copy for each of your key employees (possibly directors and VPs) and assign them each a chapter to discuss at an upcoming meeting. Then brainstorm after each meeting to

implement the best ideas from the brainstorming session. This is truly a great book that should help any executive or company to stimulate the creative juices. Highly recommended. 0 of 0 people found the following review helpful. Three Stars By A.D. A bit outdated 4 of 6 people found the following review helpful. Great Book By R. Toeppe I had Mac and Rita in class at Wharton. This book is a great example of their commitment to drive market improvements. I have used some of these techniques and they have worked.

Robust methods to identify new growth opportunities YOUR SHAREHOLDERS DEMAND growth; your company needs growth; and your career can suffer or soar because of how you drive growth or don't. While executives often talk about their great growth plans, very few of these plans actually deliver real gains in growth and profitability. How do some companies manage to beat the odds and bust through the obstacles that make explosive growth so elusive? In this hands-on guide, Rita Gunther McGrath and Ian C. MacMillan identify powerful strategic moves they call Market Busters—approaches that dramatically reconfigure profit streams in an industry, upend conventional competition, and ultimately deliver blockbuster growth. Based on insights from an extensive three-year study, McGrath and MacMillan describe forty proven marketbusting moves and outline five overall strategies companies have used to drive new growth: Change the customer's total experience: Make it simpler, faster, or more beneficial for customers to buy from you Reconfigure your products and services: Transform your offerings to make them clearly superior to competitors'; Redefine your business and associated key metrics: Change how you do business or how your customers do business in ways that dramatically boost performance Anticipate or exploit industry shifts: Capitalize on changes before competitors do Create a new market space: Trigger the emergence of a new market Every marketbusting move is illustrated in practice through vivid company examples including cautionary tales that alert you to potential pitfalls you may encounter. Action-oriented tools and checklists provide concrete guidance in finding opportunities across your own business platform, executing your chosen move successfully, and exploiting new opportunities to maximize their bottomline impact. The book also provides guidelines for avoiding common implementation challenges and for developing the organizational alignment needed to smooth execution. New opportunities for explosive growth are waiting to be unleashed. Market Busters is the field guide you need to develop a reliable, robust approach to fueling continuous, profitable growth.

From Booklist McGrath and MacMillan, graduate business school academics, offer assistance to executives for improving growth and profitability, especially those seeking skills such as improving their decision-making ability, working with the reality that failure is linked to intelligent risk, and making sense of ambiguous information. To achieve growth and profitability, the authors suggest using market busters, actions they define as those a company can take to change the competitive game and bring markedly superior performance. Using tools, checklists, and examples, they present their five core strategies for developing market busters, which include transforming your customers' experience, transforming your firm's products and services, and exploiting shifts in your industry to maximize your advantage as opportunities emerge. Their 40 action steps underlying these core strategies include radically improving productivity, improving cash-flow velocity, changing the way assets are used, and helping your customers improve their cash flow and quality. Rather textbookish in approach, this book nevertheless contains much valuable information. Mary Whaley Copyright copy; American Library Association. All rights reserved About the Author Rita Gunther McGrath is an Associate Professor of Management at Columbia Business School. Ian C. MacMillan is the Fred Sullivan Professor of Management at the University of Pennsylvania's Wharton School. They are coauthors of *The Entrepreneurial Mindset* (HBS Press, 2000).