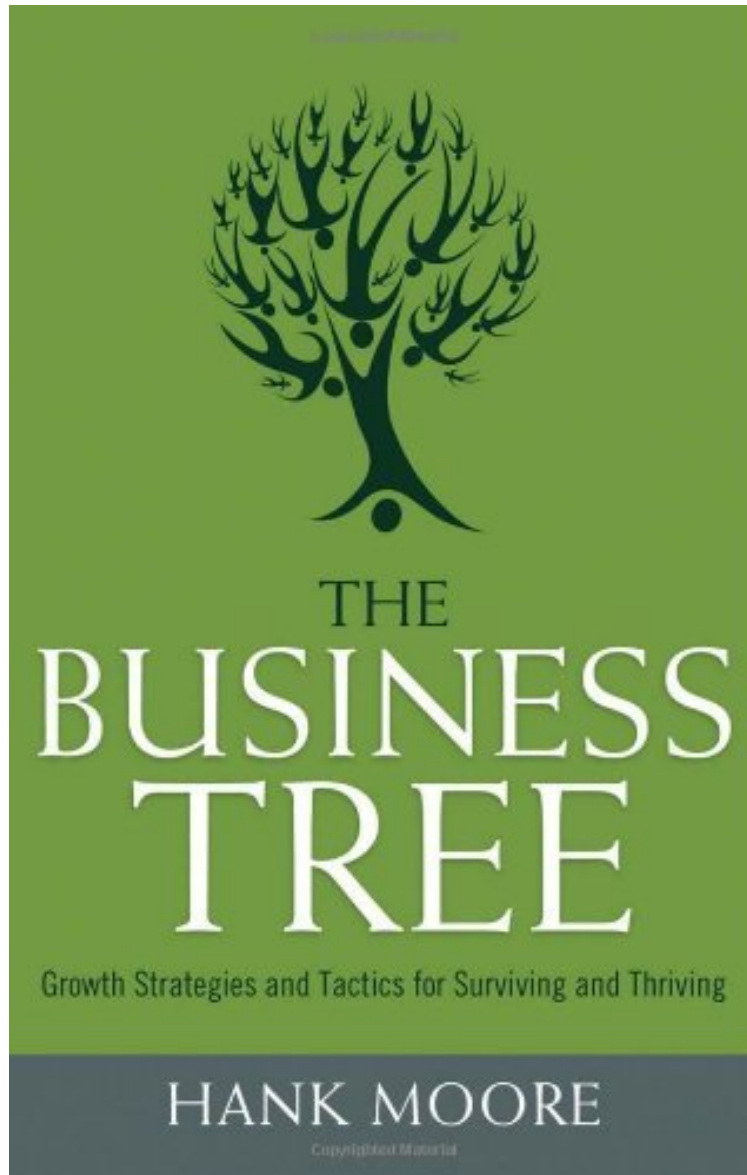


[PDF] The Business Tree: Growth Strategies and Tactics for Surviving and Thriving

# The Business Tree: Growth Strategies and Tactics for Surviving and Thriving

*Hank Moore*

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"Hank Moore's Business Tree is the most original business model of the last 40 years."--Peter Drucker "Any serious organization would do well to listen to this man. He speaks of genius, creativity, and plain common sense."--George H.W. Bush, former president of the United States "Hank Moore works miracles in changing stuck mindsets. He empowers knowledge from without by enthusing executives to reach within."--Dino Nicandros, chairman, Conoco "Mr. Moore is one of the true authority figures for business and organization life. He is the only one with an Ethics Statement, which CEOs understand and appreciate."--Ben Love, vice chairman, Chase Bank "Fresh approaches to heavily complex issues. His step-by-step study of the business layers makes sense. It shows how much success one could miss by trying to take shortcuts. There cannot be a price put on that kind of expertise."--Betty Beene, past president-CEO, United Way of America "This is clearly an important time for re-evaluating business models. With [Moore's] wealth of experience, he has provided the ideas that the business world needs today."--John D. Podesta, president and CEO, Center for American Progress, former Chief of Staff to President Bill Clinton "This book is so perfectly timed with the economy being what it is...and so very needed. I admire [Moore's] expertise and gifted skills of "presentation" which have benefited many."--Susan Repka, Executive Director, Women's Business Enterprise Alliance "30 minutes with Hank Moore is like 30 months with almost any other brilliant business guru. He's exceptional, unlike any other, and with a testimonial list to prove it. There is nobody better. Every CEO needs him."--Michael Hick, Director, Global Business Initiatives Where do the world's most successful companies get great ideas? Why do some develop effective strategies and succeed, while others fail? What are the most effective ways to strategically plan an organization? The Business Tree is an original business model and a fresh look at change and growth, utilizing full-scope planning as a means of navigating through uncertain waters toward richer success. It is based on the author's trademarked approach to growing and strengthening businesses, tested by his actual work in guiding corporations during the past three decades. This book offers a creative approach to strategy development and planning for companies, that prepares them for an unknowable tomorrow in today's turbulent business environment. It is illustrated with dozens of case studies, most drawn from the author's own files.

About the Author Hank Moore, a corporate strategist, speaks and advises boards of directors, CEOs, and executive teams on planning for a profitable future and increasing shareholder value, by touching on topics such as shaping business trends, confronting challenges and opportunities, corporate responsibility and ethics, creating and rebuilding corporate cultures, new ways of doing business in the future, crisis management and preparedness, and building coalitions, collaborations, and joint-ventures. He conducts corporate visioning, independent performance reviews, strategic planning, and growth strategies for organizations of all sizes. With his trademarked implementation processes, he guides companies as they grow, strengthen, and evolve, often as they are mastering change.