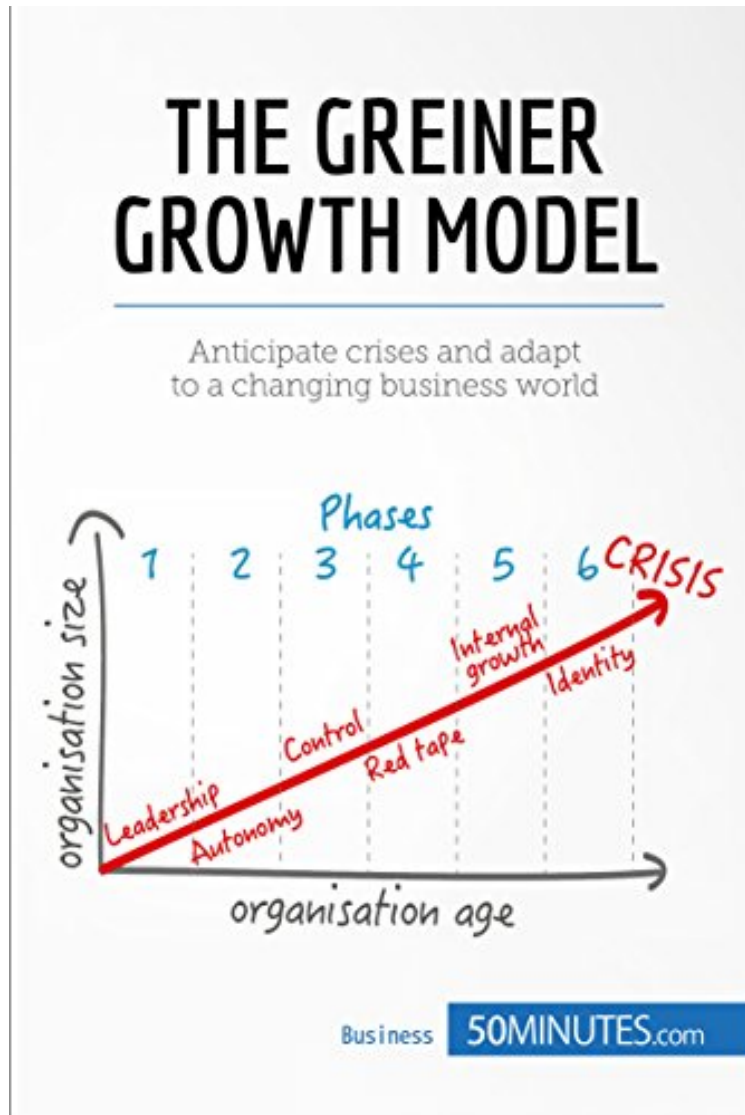


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## The Greiner Growth Model for Organisational Change: Anticipate crises and adapt to a changing business world (Management Marketing Book 3)

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- 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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