



The Granularity of Growth: How to Identify the Sources of Growth and Drive Enduring Company Performance

Patrick Viguerie, Sven Smit, Mehrdad Baghai

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While growth is a top priority for companies of all sizes, it can be extremely difficult to create and maintain—especially in today’s competitive business environment. *The Granularity of Growth* will put you in a better position to succeed as it reveals why growth is so important, what enables certain companies to grow so spectacularly, and how to ensure that growth comes from multiple sources as you take both a broad and a granular view of your markets.

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