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Business Development Manager, Corporate Strategist, R&D Director, and anyone else who is accountable for growth in a corporation. It is an easy read that is practical and not fraught with useless academic theories. ” Ron Pierantozzi, Ph.D., CEO of PPT Research and Former Director, Business Development, Air Products & Chemicals, Inc. A Breakthrough Approach to Investing in Business Innovation Most companies analyze investments using tools that bias them against real innovation and lead them to avoid their best opportunities. This book introduces a breakthrough alternative: Opportunity Engineering . Drawing upon recent advances in financial analysis, but

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Without requiring a lot of math, the authors show how to engineer the risk out of uncertain opportunities so you can pursue more high-payoff innovations. You ' ll learn how to escape from the “ go/no-go vise ” and implement more flexible decision-making that considers all the business alternatives, models, and opportunities associated with each project. You ' ll learn how to systematically structure high-potential projects to limit downside exposure and boost your potential upside. The authors show how to define the scope of investment opportunities, identify key drivers of potential profits, document assumptions, design out major risks, and tease out key challenges and vulnerabilities. Using these techniques, you can escape the

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mindset that limits you to low-impact innovations and begin pursuing serious growth opportunities--and make business uncertainty work for you, not against you. Why companies avoid their best opportunities for innovation Getting past risk-averse analysis that snuffs out experimentation and innovation Systematically engineering your opportunities Capturing the upside, slicing out the downside Beyond rigid “ go/no-go ” decisions How flexible, staged innovation creates more opportunities for delivering value Constructing an engineered growth portfolio of innovation investments Optimizing your mix of core-enhancing investments and high potential “ long shots ”

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Africa welcomes business investment and offers some of the world ' s highest returns and impacts Africa has tremendous economic potential and offers rewarding opportunities for global businesses looking for new markets and long-term investments with favorable returns. Africa has been one of the world ' s fastest-growing regions over the past decade, and by 2030 will be home to nearly 1.7 billion people and an estimated \$6.7 trillion worth of consumer and business spending. Increased political stability in recent years and improving regional integration

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are making market access easier, and business expansion will generate jobs for women and youth, who represent the vast majority of the population. Current economic growth and poverty-alleviation efforts mean that more than 43 percent of the continent ' s people will reach middle- or upper-class status by 2030. Unlocking Africa ' s Business Potential examines business opportunities in the eight sectors with the highest potential returns on private investment—the same sectors that will foster economic growth and diversification, job creation, and improved general welfare. These sectors include: consumer markets, agriculture and agriprocessing, information and communication technology,

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manufacturing, oil and gas, tourism, banking, and infrastructure and construction.

The book's analysis of these sectors is based on case studies that identify specific opportunities for investment and growth, along with long-term market projections to inform decision-making. The book identifies potential risks to business and offers mitigation strategies. It also provides policymakers with solutions to attract new business investments, including how to remove barriers to business and accelerate development of the private sector.

Report aimed at unlocking trade and investment opportunities in South America. Focussing on Brazil, Mexico, Argentina and

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Chile, the report analyses each country's economic potential and their business environment, comparing their scale and opportunities with major Asian markets. Includes illustrations, references for each chapter, further reading and regional contacts. Simultaneously released in paperback and on CD-ROM.

"Human beings make decisions in two ways. One is slow, deliberate and calculating. The other is fast, instinctive and emotional. And the fast one is in the driving seat. Psychologists call it System 1. This book shows how businesses can achieve profitable growth by devising their marketing for

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System 1 decision-making. It reveals how designing for System 1 can unlock success across innovation, advertising, brand building and shopper marketing. It brings together years of work on how people buy, and how to get them buying you."--

This small but powerful book, perfect to toss in your briefcase or bag, takes on the conventional thinking that says more resources are the answer-helping you to see what is really going on as your organization seeks to innovate and launch new products. In an open and straight-talking manner, it teaches you to challenges the premises undermining your performance. Then it shares strategies that strike directly at

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the root causes, so you can start taking action immediately-action against issues like: Low Project Throughput - Are you simply not getting as many new products to market as you need to? Poor Predictability or On-Time Performance - Do you struggle to predict and commit to timelines that your business can actually achieve? Minimal Market Impact - Are too many of your resources going to low impact programs or programs that don't deliver as promised? Long Time to Market / Slow Speed to Market - Do projects take too long causing you to miss critical windows of opportunity? These are the key issues that Unlocking Innovation Productivity can help you overcome. As a passionate and

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experienced business leader and innovation insider himself, Mike Dalton has used these strategies across industries globally. This book crystallizes that experience into the roadmap you need to transform your organization-once and for all-to deliver both profitable and predictable new product growth.

Wall Street believes that all public companies should grow smoothly and continuously, as evidenced by ever-increasing quarterly earnings, and that all companies either "grow or die." Introducing a research-based growth model called "Smart Growth," Edward D. Hess challenges this ethos and its dangerous mentality, which often deters real growth and pressures

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businesses to create, manufacture, and purchase noncore earnings just to appease Wall Street. Smart Growth accounts for the complexity of growth from the perspective of organization, process, change, leadership, cognition, risk management, employee engagement, and human dynamics. Authentic growth is much more than a strategy or a desired result. It is a process characterized by complex change, entrepreneurial action, experimental learning, and the management of risk. Hess draws on extensive public and private company research, incorporating case studies of Best Buy, Sysco, UPS, Costco, Starbucks, McDonalds, Coca Cola, Room & Board, Home Depot, Tiffany &

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Company, P&G, and Jet Blue. With conceptual innovations such as an Authentic Earnings and Growth System framework, a seven-step growth funnel pipeline, a Growth Decision Template, and a Growth Risks Audit, Hess provides a blueprint for an enduring business that strives to be better, rather than simply bigger.

Traditional marketing is dying, fast. The Internet has made it so that money is no longer the biggest marketing advantage—combining data, product, and marketing to build a strong community around a brand is. The days of press releases and billboards are gone, and the days of giving customers the tools to talk about a product are here. By

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making it simpler for customers to talk about a product, it becomes easier to accomplish explosive growth and quickly build a business that triumphs. Hacking Growth is a journey through the mind of the type of marketers who have made companies such as Tinder, Facebook, Buffer, and Dropbox successful by spending very little money. It's about using the hacker mindset to come up with untraditional marketing tactics that exploit holes in systems as they currently exist for intellectual, creative, and business gain. By adopting this new marketing mentality, marketers can achieve impressive business results and have the most fun they've ever had building a business.

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