



The Search for Organic Growth

To remain successful, companies must respond to the challenge of achieving continual internal or core growth. But how is this done, and why do some strategies work better than others? In *The Search for Organic Growth*, leading writers on business strategy and organization offer authoritative analysis and practical guidance on implementing a strategy for organic growth. All businesses go through cycles, and momentum can be created in many ways, from new products and market extensions to additions and enhancements. The book also answers crucial questions such as how to keep customers happy during periods of change, how to foster an entrepreneurial environment and satisfy individual potential, and how to turn the immense short-term revenue pressures of a push towards growth to your advantage. A lively resource for business school faculty, MBAs and executives, this book is ideal for any reader interested in connections between latest business thought and practice.

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Cambridge University Press & Assessment
978-0-521-85260-9 — The Search for Organic Growth
Edited by Edward D. Hess , Robert K. Kazanjian
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CAMBRIDGE
UNIVERSITY PRESS

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Cambridge University Press is part of Cambridge University Press & Assessment, a department of the University of Cambridge.

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www.cambridge.org

Information on this title: www.cambridge.org/9780521852609

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First published 2006

A catalogue record for this publication is available from the British Library

ISBN 978-0-521-85260-9 Hardback

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Acknowledgments

Organizational growth has always been a topic of interest to executives and researchers. Recently, however, we have noted that although organic, or non-acquisitive, growth has been pursued more aggressively by companies, there exists a paucity of research on the topic. This recognition led us, along with our colleague and friend Bob Drazin, Professor of Organization and Management at the Goizueta Business School of Emory University, to organize a conference entitled *Hitting the Growth Wall: Growth in Large Organizations*. The conference was unique in that the participants included both leading scholars who study growth-related issues and executives from a number of companies with extraordinary growth records.

The conference was hosted by the Center for Entrepreneurship and Corporate Growth at the Goizueta Business School. We wish to acknowledge the generous contributions made by Siemens Medical Solutions, the sponsor of the conference. We are particularly indebted to Thomas N. McCausland, President of Siemens Medical Solutions, USA who worked closely with us in the design and delivery of the conference. We are also indebted to Dr. Erich R. Reinhardt, CEO and President of Siemens Medical Solutions and member of Siemens AG for his endorsement of the conference and his participation. We also wish to extend our appreciation to Bob Drazin, Faculty Director of the Center of Entrepreneurship and Corporate Growth, and Tom Robertson, former Dean at Goizueta, for their support of our efforts.

Following the conference, we worked with the executives and scholars who participated to organize the papers into this book. We greatly appreciate the cooperation of our co-authors who contributed to this book, all of whom responded positively and quickly to our requests. We wish to express our appreciation to Katy Plowright, Business and Management Editor at Cambridge University Press, for her thoughtful

Acknowledgments

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guidance and patience in working with us. We also appreciate the assistance of Lynn Dunlop, Assistant Editor, as we worked through the final stages of the publication process. Finally, both Carol Gee and Gail Moody here at Goizueta were invaluable in the manuscript preparation and final editing process.