



Growth Engines: Case Studies and Analysis of Today's Fastest Growing Companies (Paperback)

By Can Akdeniz

Createspace Independent Publishing Platform, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Although popular culture certainly has its favorites in terms of rockstar companies, some of the rising giants within the business world don't always get the credit or airtime they deserve. There are a number of recent growth engine companies that have challenged conventional paths to success and forged their own destinies through unique and innovative techniques that have resulted in huge success within a shockingly short time. This book pulls back the curtain on some of today's rising business stars and reveals what essential tactics they've used to reach such impressive heights. Case studies included: - Lululemon - Alibaba - Keurig Green Mountain - Tesla Motors - Fuhu This book includes a bonus material: How Google Did It, a best-selling book.

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