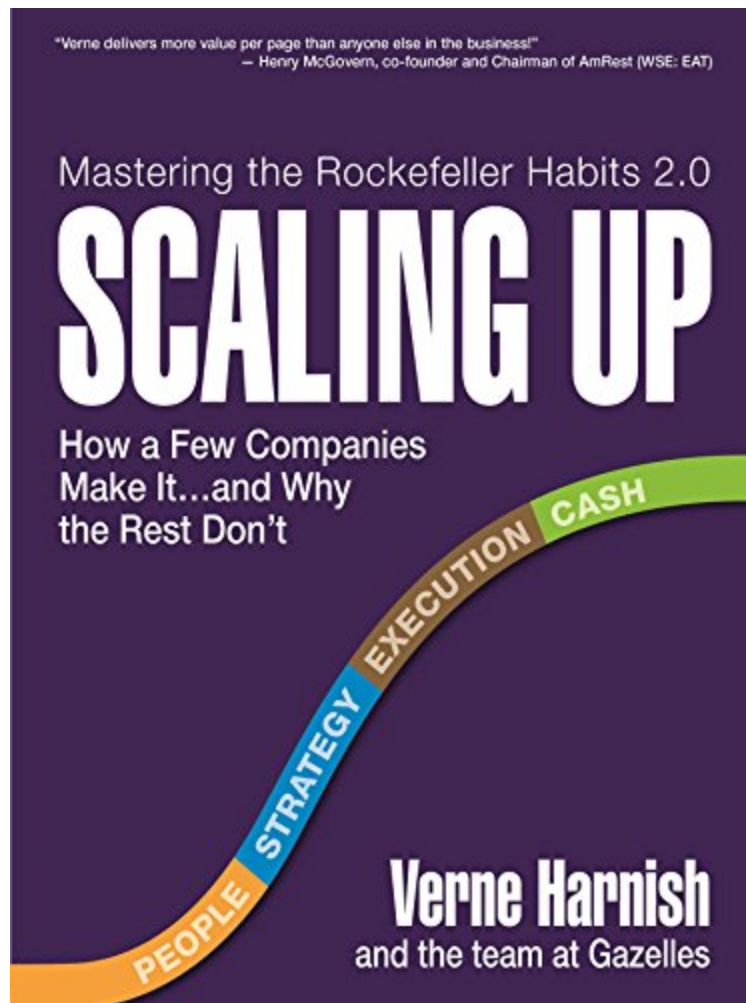


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Scaling Up: How a Few Companies Make It...and Why the Rest Don't (Rockefeller Habits 2.0)

Verne Harnish

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Winner of the 2015 International Book Awards for General BusinessWinner of the 2015 National Indie Excellence Award for General Business Winner of the 2015 Readers' Favorite International Book Award Gold Medal for Non-Fiction BusinessWinner of the 2015 Paris Book Festival Award for BusinessWinner of the 2015 Amsterdam Book Festival Award for BusinessWinner of the 2015 San Francisco Book Festival Award for BusinessFinalist of the 2015 International Book Awards for Best New Non-FictionIt's been over a decade since Verne Harnish's best-selling book *Mastering the Rockefeller Habits* was first released. *Scaling Up: How a Few Companies Make It...and Why the Rest Don't* is the first major revision of this business classic. In *Scaling Up*, Harnish and his team share practical tools and techniques for building an industry-dominating business. These approaches have been honed from over three decades of advising tens of thousands of CEOs and executives and helping them navigate the increasing complexities (and weight) that come with scaling up a venture. This book is written so everyone -- from frontline employees to senior executives -- can get aligned in contributing to the growth of a firm. There's no reason to do it alone, yet many top leaders feel like they are the ones dragging the rest of the organization up the S-curve of growth. The goal of this book is to help you turn what feels like an anchor into wind at your back -- creating a company where the team is engaged; the customers are doing your marketing; and everyone is making money. To accomplish this, *Scaling Up* focuses on the four major decision areas every company must get right: People, Strategy, Execution, and Cash. The book includes a series of new one-page tools including the updated One-Page Strategic Plan and the Rockefeller Habits Checklist™, which more than 40,000 firms around the globe have used to scale their companies successfully -- many to \$1 billion and beyond. Running a business is ultimately about freedom. *Scaling Up* shows business leaders how to get their organizations moving in sync to create something significant and enjoy the ride.

"Scaling Up addresses the second half of the venture ball game, something often lost in all the hoopla about incubating disruptive innovation during the first half. Half-time scores don't matter - it's all about how you finish the game. So get yourself into Verne's locker room for a great half-time pep talk, and then get yourself out on the field to play a great second half." -- Geoffrey Moore, Author of *Crossing the Chasm* "Verne delivers more value per page than anyone else in the business!" -- Henry McGovern, co-founder and Chairman of AmRest (NYSE: EAT) "Scaling Up not only opened my eyes and helped direct my focus as the new leader of this non-profit organization, but the concept itself literally became our new holistic initiative. With these new skills, we were able grow our organization exponentially and reach out to new funders." --Joshua Troderman, CEO, Shalom Learning "Verne Harnish is more committed to helping companies grow than any other person on the planet. Really. He's also radically practical in his approach and that is reflected throughout this terrific book." -- Patrick Lencioni, president, The Table Group; best-selling author of *The Five Dysfunctions of a Team* and *The Advantage* "Fast-growing companies not small ones or big ones create almost all the jobs and innovation in our economy, and Verne has been an invaluable guide to leaders of such companies, like me. *Scaling Up* helps us put in place the disciplines critical to building a significant business." -- Graham Weston, Chairman and CEO, Rackspace (NYSE: RAX) "Verne's tools and techniques have been key to scaling up Benetton to become the #1 international fashion brand in India. They work!" -- Sanjeev Mohanty, CEO, Benetton India "Imagine walking into a library and finding one book that captures the ideas of all the books in the library. *Scaling Up* is that business book. You will not have to go any farther." -- Jack Stack, founder and CEO of SRC Holdings; best-selling author of *The Great Game of Business* and *A Stake in the Outcome* "We've scaled up our company from a single office near Calgary to 2,000 employees in 165 locations across Western Canada. Verne's tools and techniques have been critical to helping us drive and manage this growth during my 20 years as CEO and ultimately to freeing me up as the founder to pursue other interests." -- Scott Tannas, founder and Vice Chairman, Western Financial Group; senator, Canadian Parliament "Verne Harnish has once again proven he's the Growth Guy. *Scaling Up* is packed with the tools to help you bust through the barriers to growth and climb learning curves faster. But don't let your leadership team carry the load alone multiply your impact by

sharing the book with every employee on your team." -- Liz Wiseman, best-selling author of *Multipliers* and *Rookie Smarts* "Scaling up a significant business requires precisely the kind of discipline and focus detailed in Verne's practical and how-tos driven book." -- Scott Farquhar, co-founder and CEO, Atlassian "The idea of guiding a company from the small tide pools to the big seas of business can be exhilarating, but also daunting without a detailed set of directions. *Scaling Up* provides those directions, along with a remarkably detailed map for how to get there safe and happy." -- Robert B. Cialdini, best-selling author of *Influence* Verne Harnish's *Scaling Up* is one of the finest business books you'll ever read. We are all searching for new ways to build more effective teams, startups, and organizations that will stand the test of time. Through compelling research, business parables, vivid examples, deep research, Verne shares practical advice on the toughest challenge organizations confront: how to spread success from a few small pockets of an organization to its entire fabric. Whether you're an entrepreneur who wants to scale up, a CEO who wants to take his business to the next level, or a non-profit executive who wants to leave a legacy, this book will be life-changing." -- Tan Yinglan, Author of *Way of the VC* -- *Top Venture Capitalists on Your Board*, *Chinnovation* -- *How Chinese Innovators are Changing the World* and *New Venture Creation - Entrepreneurship For The 21st Century - An Asian Perspective (Scaling Up)* About the Author Verne Harnish is founder of the world-renowned *Entrepreneurs' Organization (EO)* and chaired for fifteen years EO's premiere CEO program, the "Birthing of Giants" and WEO's "Advanced Business" executive program both held at MIT. Founder and CEO of *Gazelles*, a global executive education and coaching company with over 150 coaching partners on six continents, Verne has spent the past three decades helping companies scale-up. The "Growth Guy" syndicated columnist, he's also the Venture columnist for *FORTUNE* magazine. He's the author of *Scaling Up (Rockefeller Habits 2.0)*; *Mastering the Rockefeller Habits*; and along with the editors of *Fortune*, authored "The Greatest Business Decisions of All Times", for which Jim Collins wrote the foreword. Verne also chairs *FORTUNE* Magazine's annual Leadership and Growth Summits and serves on several boards including chairman of *The Riordan Clinic* and the newly launched *Geoversity*. An investor in several scale-ups, Verne resides in Barcelona, Spain, with his wife and four children and enjoys piano, tennis, and magic as a card-carrying member of the *International Brotherhood of Magicians*.