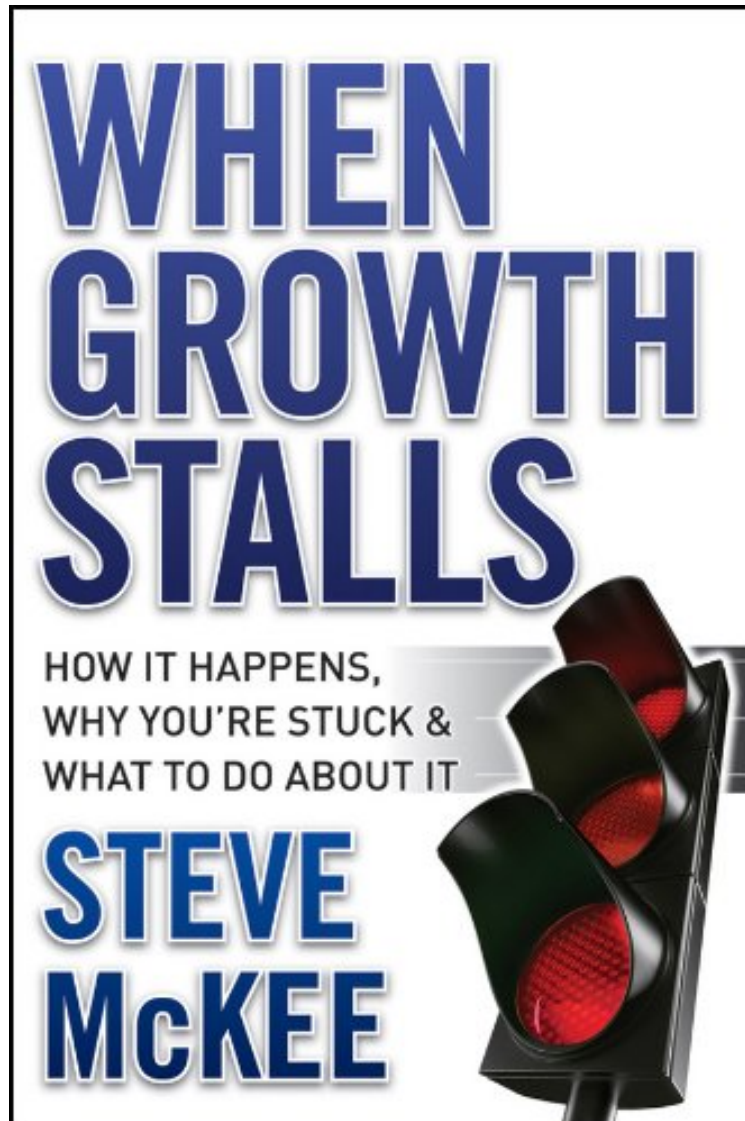


[Get free] When Growth Stalls: How It Happens, Why You're Stuck, and What to Do About It

When Growth Stalls: How It Happens, Why You're Stuck, and What to Do About It

Steve McKee

*DOC | *audiobook | ebooks | Download PDF | ePub*



[Download](#)

[Read Online](#)

#481294 in eBooks 2009-02-17 2009-02-17File Name: B001U5VJPE | File size: 55.Mb

Steve McKee : When Growth Stalls: How It Happens, Why You're Stuck, and What to Do About It before purchasing it in order to gage whether or not it would be worth my time, and all praised When Growth Stalls: How It Happens, Why You're Stuck, and What to Do About It:

1 of 1 people found the following review helpful. Should be a required read for college!By MariafullofMaceI have been a Steve Mckee follower since high-school here in Albuquerque when I was placed at his (then small) agency for an internship. The internship changed my life. Watching the agency grow and transform over the last 9 years has been

motivating and inspiring. 'When Growth Stalls', is yet another gift that Steve McKee has given me. This book became the glue to all the pieces I have picked up from college and real world experience. I have been asking myself, "how do I apply this, what have I truly learned?". Steve's book is funny, simple, and easy to read. I found myself really enjoying all the references/case studies to agencies and campaigns. Being a 26 year old I don't read that many paper books so I wasn't too excited...but once you take off the weird cover (a stoplight Steve? really? haha) you are exposed to a way cooler (I said I was 26) grayish sleek book. In the effort of trying not to give the book away I would say that one of the highest rewards to reading this book is the 'marketing equation' Steve divulges. Many professors have talked around and about what Steve writes but none spell it out $A+B=C$. Reading this book so early on in my life probably saved me from a lot of unknowns. I feel better equipped and more in control of where I am going and HOW to get there. I highly recommend reading this book whether you're an advertising professional or a small business owner. We all have a 'Top Box'. Thank you Steve for a great book. Can not wait to send out signed copies for the holidays! 0 of 0 people found the following review helpful. When growth stalls, read this book. By Les McKeown FULL DISCLOSURE: I've interviewed Steve McKee for my web site - because I liked his book - enjoyed the experience, and have exchanged tweets with him. I've never met Steve in person, but he seems like a cool guy. ***** As a consultant and speaker on business growth, I have a more than passing interest in books such as "When Growth Stalls". As a matter of professional development, it is more or less required of me that I read them all - or at least as many as I find. The sad truth is that apart from the usual suspects (Jim Collins, Michael Gerber et al...you know the genre), most books on business growth, while worthy and earnest, turn out to be one-note treatises that might best have remained case studies or (short) white papers or articles. Not so Steve McKee's book. "When Growth Stalls" is an honest, detailed, actionable book. Every one of its 219 pages are worth reading, and every chapter has a clear, identifiable, relevant takeaway. I admit I'm biased: I respect books written by people like Steve McKee who not only have advised other people on how to grow businesses, but who have had the guts to do it for themselves. Steve's deep personal experience shines through on every page (just glance at Chapter 9: "Take a Deep Breath" and you'll see that this book simply couldn't have been written by someone not personally deep in the trenches of business growth). "When Growth Stalls" has a coherence, a sequence, a structure - a fully formed approach to re-igniting business growth that is applicable to any organization, of any size, in any industry. So if you own a business, manage a business, or harbor thoughts of ever doing either, do yourself a favor - click that button and get yourself a copy of "When Growth Stalls". 0 of 0 people found the following review helpful. When Growth Stalls- Very good resource and reference guide By Eric Cosway Steve McKee does an excellent job laying out the key external and internal factors that impact and influence corporate and business growth. He provides a well thought-out working framework and assessment that you can apply to your own business. The book helped our executive team gain better internal alignment and agree on a narrower market focus. His assessment exercises also helped us to re-evaluate our overall positioning/messaging of our services. It is a very practical read- well grounded in primary research and case studies. If you need to re-kick start your sales growth- I would highly recommend this book.

One of the toughest lessons every business leader learns is how hard it is to generate sustained growth. Stalled growth is the rule, not the exception--even for the best-managed companies. That's especially true in unpredictable economic environments such as the one we're experiencing today. McKee has a unique understanding of what happens when growth stalls. His firm commissioned a study of 700 companies that had at one time been among the nation's fastest-growing businesses. Developed in concert with Decision Analyst, a leading national research and consulting firm, the study probed areas as diverse as corporate structure, competition, branding, finance, and strategy. The target respondent profile were CEOs, owners, principals, presidents, managing directors or chairmen of the board. In-depth follow-up interviews yielded fascinating stories and personal comments from executives who had been living on the front lines of real-life growth crises. McKee presents compelling knowledge about how and why companies lose their way, and offers practical advice about how they can rekindle growth. When Growth Stalls demonstrates that sluggish growth is generally produced not by mismanagement or strategic blundering but by natural market forces and management dynamics that are often unrecognized--and widespread. The book presents seven characteristics that commonly correlate with stalled growth and what to do about them. Some are external forces to which countless companies have fallen victim: economic upheavals, changing industry dynamics, and increased competition. What McKee points out, however, is how often they catch companies off-guard. More surprising are four subtle and highly destructive internal factors that conspire to keep companies down: lack of consensus among the management team, loss of nerve, loss of focus, and marketing inconsistency. McKee makes the case that, regardless of what's going on outside of an enterprise, it's what's inside that counts.

FRANCE INTER (national radio in France): "A masterpiece" ed by Arnaud Viviant Livres Hebdo: "Brilliant, original and particularly pertinent at a time when the stock market is in panic. Das Kapital unveils a novelist who is as talented as he is visionary." ed by Alexandre Fillon From the Inside Flap When Growth Stalls One of the biggest challenges any

business leader faces is generating consistent, profitable growth. But stalled growth is the rule, not the exception, even for the best-managed companies. That's especially true in today's tumultuous economic environment. *When Growth Stalls* is a practical, hands-on guide for executives, managers, and entrepreneurs who are struggling with stalled growth as well as for those who hope to prevent it. In this book, marketing expert Steve McKee presents fascinating evidence that demonstrates that sluggish growth is usually produced not by mismanagement or strategic blundering, but by natural market forces and destructive internal dynamics that are widespread and often unrecognized. All companies struggle with external forces such as economic upheavals, changing industry dynamics, and increased competition. *When Growth Stalls* explores how these forces conspire to take companies down. But the book also looks beyond these natural market forces and explains how four subtle and highly destructive internal factors conspire to keep companies down: a lack of consensus among the management team, a loss of nerve, a loss of focus, and marketing inconsistency. Conquering these, McKee's research shows, is the real key to overcoming stalled growth. *When Growth Stalls* demonstrates that no matter what's going on outside an enterprise, it's what's inside that counts. Public or private, for-profit or not-for-profit, consumer-focused or business-to-business organizations of every size and shape are subject to the same challenges. Throughout this groundbreaking book, McKee explains how to turn things around, offering proven and practical advice for rekindling growth.

From the Back Cover

Praise for *When Growth Stalls*

"Is there a doctor in the house? Steve McKee is good for what ails today's companies in search of growth. He's been through it, and he has isolated the key symptoms that hold companies back." —Rance Crain, president, Crain Communications, and editor-in-chief, *Advertising Age*

"Don't be fooled by the title—this book isn't just for stalled companies. McKee covers important principles that all companies should be thinking about, especially new or fast-growing companies." —Tony Hsieh, CEO, Zappos.com

"Steve McKee has zeroed in on the symptoms and challenges facing every business. Being aware of the issues is half the battle, and this book helps you win. A must-read for all businesses, especially emerging companies." —Anupam Narayan, president and CEO, Red Lion Hotels Corporation

"*When Growth Stalls* is both insightful and timely. I was fortunate to read this during a difficult financial time for my industry. And having read it, I feel more secure in weathering the economic and management storms I face." —Mary Lee Keane, president, Effie Worldwide

"*When Growth Stalls* is not only timely, it's timeless. These challenges confront managers in good times and bad, and McKee offers practical advice that people in every industry can use. This book will be relevant for years to come." —David Humphrey, CEO, Massage Envy

"The message of this book is like a splash of cold water in the face because it truly mirrors the reality we face day in and day out in an increasingly competitive environment. Well worth spending time absorbing and applying to one's business enterprise, whether large or small." —Mark Chmiel, executive vice president and chief marketing and innovation officer, Denny's, Inc.