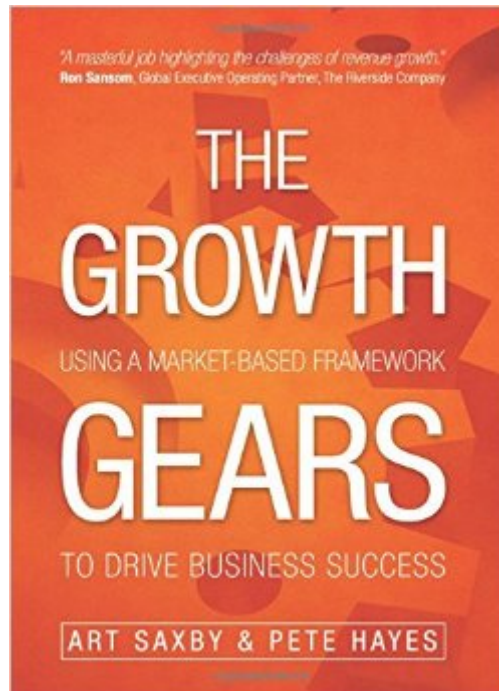# The Growth Gears: Using A Market-Based Framework To Drive Business Success

Synopsis

WHY DO THE BEST RUN COMPANIESOFTEN HAVE THE HARDEST TIME GROWING?Are you running a highly successful company that just doesnâ ™t seem to be growing?You may be so operationally focused that youâ ™ve ignored one of the most importantaspects of an expanding businessâ •working from a market-based perspective. In TheGrowth Gears, Art Saxby and Pete Hayes share their linear method of transforminginto a market-focused organization.This book provides a simple framework as well as tools and action steps for identifyingand adding these â œgearsâ • to give your company a set of repeatable behaviors andprocesses to fully capitalize on your market potential. Pete and Art bring their years ofexecutive marketing experience, and their years of building a national managementconsulting firm, to lead you from insight to strategy to execution. In these pages, youwill learn how to:â ¢ Determine if your business is operationally oriented or market orientedâ ¢ Identify opportunities for business growthâ ¢ Understand why marketing execution is sometimes not effectiveâ ¢ Assure ongoing market relevanceâ ¢ Increase the returns on your marketing programsAlign your organization and your employees behind your market-focused initiatives tolead your organization to new levels of growth!

Book Information

Hardcover: 228 pages

Publisher: Advantage Media Group (February 18, 2016)

Language: English

ISBN-10: 1599325896

ISBN-13: 978-1599325897

Product Dimensions: 6.2 x 0.8 x 9.2 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 starsÂ Â See all reviewsÂ (8 customer reviews)

Best Sellers Rank: #365,585 in Books (See Top 100 in Books)   #38 inÂ Books > Business & Money > Human Resources > Outsourcing   #149 inÂ Books > Business & Money > Management & Leadership > Planning & Forecasting   #162 inÂ Books > Business & Money > Management & Leadership > Quality Control & Management > Total Quality Management

Customer Reviews

Several years ago, Gary Harpst wrote the book Six Disciplines Execution Revolution. In that book, he included a matrix that's stuck with me to this very day.In short, the matrix reveals it's difficult to be a growing company AND a profitable one at the same time. For years, I've believed that,

especially since I see it in my client base.And then I read The Growth Gears. In short, I call it the ultimate playbook to be both profitable and becoming a growth machine at the same time. The authors focus on the marketing side of the equation. But it's written in such a way that's very accessible for the CEO, CFO, or any other team member charged with growth in his/her organization. But are you a CMO or head of marketing? Don't worry, this book focuses on strategy, not just tactics--you'll benefit from it too.I don't want to give away too much of the book, but here are some key takeaways and things I liked about the book ...1. The authors clearly differentiate between operationally-focused companies and market-focused organizations. That's sticky and resonates. Again, the focus is on the latter, implementing marketing-based strategies that coincide with the ops-focused strategies.2. The authors asked great questions at the end of each chapter. Have a senior management team? Get this book for everyone, and then go over the questions together.3. Loved the story about the delivery people going to the bathroom at every stop. Brilliant.4. While it's incredibly simple and nothing new, the authors make the four-quadrant box in growing a business come alive. Many a marketing and growth strategy should start at this matrix. This may have been my favorite section of the book.5. The execution section is easy to absorb too.

The Growth Gears: Using A Market-Based Framework To Drive Business Success MCPD Self-Paced Training Kit (Exams 70-536, 70-528, 70-547): Microsoft® .NET Framework Web Developer Core Requirements: Microsoft .Net Framework Web ... Requirements (Microsoft Press Training Kit) What Do Pulleys and Gears Do? (What Do Simple Machines Do?) (What Do Simple Machines Do?) (What Do Simple Machines Do?) Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Connect: 100 + Mind-Blowing Strategies to Use Social Media and Drive Business Growth Google Drive & Docs in 30 Minutes (2nd Edition): The unofficial guide to the new Google Drive, Docs, Sheets & Slides Drive Time: German (CD): Learn German While You Drive (All-Audio Courses) Drive Time: Spanish (CD): Learn Spanish While You Drive (All-Audio Courses) Inquiry and Innovation in the Classroom: Using 20% Time, Genius Hour, and PBL to Drive Student Success (Eye on Education) Smart Investor: Warren Buffett Way: How to know the stock market has bottomed? (Market Crash, Intelligent Investor, Stock Market, Financial Freedom, Stock Valuation, Wealth Creation Book 1) Stock Market: Beginner's Guide to Stock Trading: Everything a Beginner Should Know About the Stock Market and Stock Trading (Stock Market, Stock Trading, Stocks) How to Start a Home-Based Children's Birthday Party Business (Home-Based Business Series) How to Start a Home-Based Photography Business,

5th (Home-Based Business Series) How to Start a Home-based Bookkeeping Business (Home-Based Business Series) How to Start a Home-based Fashion Design Business (Home-Based Business Series) Risk Management Framework: A Lab-Based Approach to Securing Information Systems Diagnosing and Changing Organizational Culture: Based on the Competing Values Framework COACHING :Coaching Questions Powerful Coaching Questions To Kickstart Personal Growth And Succes Now ! - Life Coaching,Life Coach, Success Principles,Success Habits- The Science of Success: How Market-Based Management Built the World's Largest Private Company Growth Hormones and Growth Factors in Acromegaly and Beyond: 4th International Workshop on "Highlights in Basic and Clinical Neuroendocrinology", Athens, November 2005: Proceedings