



# **Greiner Growth Model: Anticipate crises and let your company grow (Management & Marketing Book 3)**

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**Anticipate crises and let your company grow**

This book is a practical and accessible guide to understanding and implementing the Greiner growth model, providing you with the essential information and saving time.

*In 50 minutes you will be able to:*

- Identify the five phases of growth that every company experiences during its lifetime: creativity, direction, delegation, coordination and collaboration.
- Recognize the crises that bring an end to each growth phase and what you can do to reduce their impact
- Use the model to anticipate future changes and act accordingly so as to ensure the sustainability of your company

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50MINUTES.COM provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications are easy to use and they will save you time. They provide elements of theory and case studies, making them excellent guides to understand key concepts in just a few minutes. In fact, they are the starting point to take action and push your business to the next level.

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