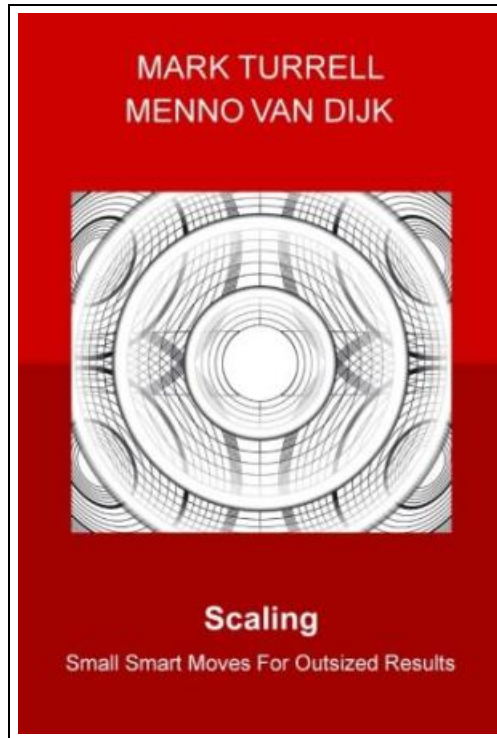


## Scaling: Small Smart Moves for Outsized Results (Paperback)



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## SCALING: SMALL SMART MOVES FOR OUTSIZED RESULTS (PAPERBACK)



Createspace, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. How did Fifty Shades of Grey become the fastest-selling book of all time? Why did it take just a single day to open the Berlin Wall after 40 years of communism? Was it luck or a set of small smart moves that produced these dramatic results? In a complex changing world, you need to find clever ways to acquire customers and users, boost revenue and profit, and achieve challenging strategic goals. Scaling explains how to grow faster than via traditional growth paths, and how to reach much bigger outcomes compared to the effort invested. Rather than leave things to chance, learn about plans and tactics that deliver outsized results with a high degree of confidence, in less time and with less resources than classic strategies. The book introduces you to a new science regarding how things scale, describing a combination of networks and emergence that uses the power of waves to create mass movements. The authors, Mark Turrell and Menno van Dijk, then transform the science into a practical toolset of 26 scaling frames that help you generate ideas, create strategies that scale, and build more achievable business plans. The methods of the frames are illustrated by over 60 case studies covering everything from Star Wars to enterprise software and from Madonna to Dow Chemical. Developed for entrepreneurs and practitioners from all types of organizations, the scaling methods have been successfully applied in product development, marketing, partnering, and internal operations of small and large organizations, including non-profits and start-ups. Scaling will change the way you do business, spread social change, and make really big things happen. About the Authors Strategist and entrepreneur, Mark Turrell is a Young Global Leader and a Technology...



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