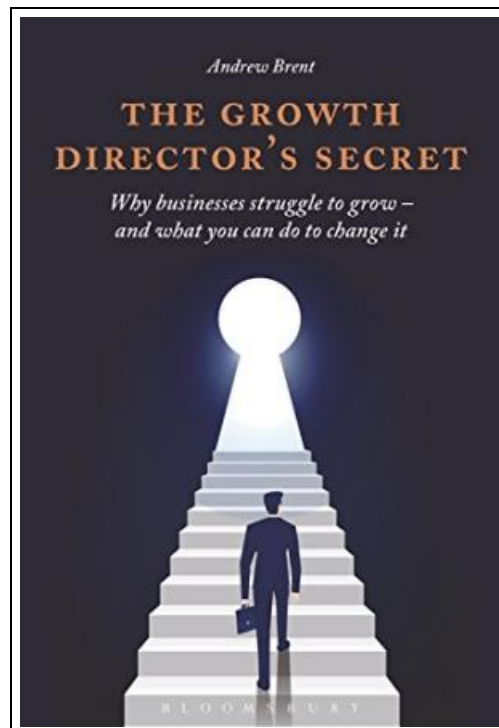


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Bloomsbury, 2017. Hardcover. Condition: New. 248pp. Growth can be the most important attribute that any business can have, and yet is commonly the least well-managed area of business operations. Explaining why this is, The Growth Directors Secret examines the structural/cultural factors that hold many conventionally-organized companies back. The book explores important new insights from neurological research, which reveals near-universal misunderstandings about consumer motivations, shopping behavior and brand choice. Andy Brent shows how these flaws lead many businesses to develop bland, undifferentiated consumer propositions and wasteful commercial/marketing plans, which condemn them to year upon year of stagnant growth. The book challenges much current commercial and marketing thinking, and introduces important new ideas such as: The Big Growth Mistake that almost all companies make; Shopping on Auto-pilot; the crucial Moments of Maximum Emotional Impact (MoMIs) where all brand choice decisions are made; and Marketing at Open Minds - a challenging new way to think about building growth-orientated marketing plans. The Growth Directors Secret is essential reading for business owners and managers, proposing a challenging and innovative Growth Paradigm for companies who want to break the constraints of conventional business thinking and set themselves up for significant, sustained, profitable growth.



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