



# The Four Colors of Business Growth

*Anjan V. Thakor*

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## **The Four Colors of Business Growth** Anjan V. Thakor

Defining an organization by its growth strategy enables business leaders to make better decisions about the ways their companies compete. Anjan Thakor's four categories of growth, which he arranges into the Competing Values Framework, delivers methods for developing strategies grounded in internal cultures and industry goals. Written for professionals, this book provides easy access to concepts in fields as diverse as corporate strategy, finance, organizational behavior, change management, and leadership.

Readers with varied functional backgrounds can understand these concepts

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