

Scaling Up Dominando Los H Bitos De Rockefeller 2 0 C Mo Es Que Algunas Compa As Lo Logran Y Por Qu Las Dem S No Spanish Edition

Fully revised and expanded for the first time in a decade, this is Guy Kawasaki's classic, bestselling guide to launching and making your new product, service, or idea a success. Whether you're an aspiring entrepreneur, small-business owner, intrapreneur, or not-for-profit leader, there's no shortage of advice on topics such as innovating, recruiting, fund raising, and branding. In fact, there are so many books, articles, websites, blogs, webinars, and conferences that many startups get paralyzed, or they focus on the wrong priorities and go broke before they succeed. The Art of the Start 2.0 solves that problem by distilling Guy Kawasaki's decades of experience as one of the most hardworking and irreverent strategists in the business world. Guy has totally overhauled this iconic, essential guide for anyone starting anything. It's 64 percent longer than version 1.0 and features his latest insights and practical advice about social media, crowdfunding, cloud computing, and many other topics. Guy understands the seismic changes in business over the last decade: Once-invulnerable market leaders are struggling. Many of the basics of getting established have become easier, cheaper, and more democratic. Business plans are no longer necessary. Social media has replaced PR and advertising as the key method of promotion. Crowdfunding is now a viable alternative to investors. The cloud makes basic infrastructure affordable for almost any new venture. The Art of the Start 2.0 will show you how to effectively deploy all these new tools. And it will help you master the fundamental challenges that have not changed: building a strong team, creating an awesome product or service, and facing down your competition. As Guy likes to say, "Entrepreneur is a state of mind, not a job title." His book will help you make your crazy ideas stick, through an adventure that's more art than science – the art of the start.

The Groundbreaking Strengths Assessment from the Leader of the Strengths Revolution In the years since the publication of First, Break All the Rules and Now, Discover Your Strengths, millions have come to the simple but powerful realization that to get the most out of people, you must build on their strengths. And yet, as Marcus Buckingham astutely points out, though the strengths-based approach is now conventional wisdom, the tools and systems inside organizations—performance appraisals, training programs, and succession planning systems—remain stubbornly remedial and exclusively focused on measuring skills, finding gaps, and attempting to plug them. It's a crisis for individuals and organizations, with management ideas and everyday practice utterly out of sync. That's about to change. StandOut 2.0 is a revolutionary book and tool that enables you to identify your strengths, and those of your team, and act on them. The original edition of StandOut provided top-notch insights from one of the world's foremost authorities on strengths, as well as access to a powerful, cutting-edge online assessment tool. StandOut 2.0 also includes the assessment and a robust report on your most dominant strengths. The report is easily exported so you can use it to present the very best of yourself to your team and your company. StandOut 2.0 is your indispensable guide for building on your strengths to further your career—and help your team and organization win.

In her groundbreaking and innovative study, the author takes us on a fascinating journey through some of Madrid's multilingual and multicultural schools and reveals the role played by linguistic practices in the construction of inequality through such processes as what she calls "de-capitalization" and "ethnicization". Through a critical sociolinguistic and discourse analysis of the data collected in an ethnographic study, the book shows the exclusion caused by monolingualizing tendencies and ideologies of deficit in education and society. The book opens a timely discussion of the management of diversity in multilingual and multicultural classrooms, both for countries with a long tradition of migration flows and for those where the phenomenon is relatively new, as is the case in Spain. This study of linguistic practices in the classroom makes clear the need to rethink some key linguistic concepts, such as practice, competence, discourse, and language, and to integrate different approaches in qualitative research. The volume is essential reading for students and researchers working in sociolinguistics, education and related areas, as well as for all teachers and social workers who deal with the increasing heterogeneity of our late modern societies in their work. A practical handbook for using Exponential Organization to transform your organization—and disrupt your industry—in 10 weeks Today's top business challenge is adapting to accelerating technological and global change. In his bestselling book Exponential Organizations, author Salim Ismail described a new type of organization that thrives amidst industry disruption. Since then, he has helped organizations disrupt their own industries—by applying Exponential Organization (ExO) principles. From this work emerged the 10-week transformation process explained in this book, called the ExO Sprint. Exponential Transformation is the detailed implementation handbook for becoming an Exponential Organization. The book enables organizations to speed up their transformation and overcome the obstacles to success. Lead a 10-week ExO Sprint Evolve in order to navigate industry disruption Become an Exponential Organization Block the immune-system response of organizations during transformation Companies such as Visa, Procter & Gamble, HP, and Black & Decker have already benefited from ExO process. Exponential Transformation is a must-have resource for participants of any ExO Sprint, as well as those seeking to apply Exponential principles in their organizations.

A fully updated follow-up to Peter Schiff's bestselling financial survival guide-Crash Proof, which described the economy as a house of cards on the verge of collapse, with over 80 pages of new material The economic and monetary disaster which seasoned prognosticator Peter Schiff predicted is no longer hypothetical-it is here today. And nobody understands what to do in this situation better than the man who saw it coming. For more than a decade, Schiff has not only observed the economy, but also helped his clients restructure their portfolios to reflect his outlook. What he sees today is a nation facing an economic storm brought on by growing federal, personal, and corporate debt; too little savings; and a declining dollar. Crash Proof 2.0 picks up right where the first edition—a bestselling book that predicted the current market mayhem—left off. This timely guide takes into account the dramatic economic shifts that are reshaping the world and provides you with the insights and information to navigate the dangerous terrain. Throughout the book, Schiff explains the factors that will affect your future financial stability and offers a specific three step plan to battle the current economic downturn. Discusses the measures you can take to protect yourself—as well as profit—during these difficult times Offers an insightful examination of the structural weaknesses underlying the economic meltdown Outlines a plan that will allow you to preserve wealth and protect the purchasing power of your savings Filled with in-depth insights and expert advice, Crash Proof 2.0 will help you survive and thrive during the coming years of economic uncertainty.

The bestselling author of The Culture Code explains why marketing and social psychology must evolve to acknowledge new, universally held human values

This book is about the evolution and nature of cooperation and altruism in social-living animals, focusing especially on non-human

primates and on humans. Although cooperation and altruism are often thought of as ways to attenuate competition and aggression within groups, or are related to the action of "selfish genes", there is increasing evidence that these behaviors are the result of biological mechanisms that have developed through natural selection in group-living species. This evidence leads to the conclusion that cooperative and altruistic behavior are not just by-products of competition but are rather the glue that underlies the ability for primates and humans to live in groups. The anthropological, primatological, paleontological, behavioral, neurobiological, and psychological evidence provided in this book gives a more optimistic view of human nature than the more popular, conventional view of humans being naturally and basically aggressive and warlike. Although competition and aggression are recognized as an important part of the non-human primate and human behavioral repertoire, the evidence from these fields indicates that cooperation and altruism may represent the more typical, "normal", and healthy behavioral pattern. The book is intended both for the general reader and also for students at a variety of levels (graduate and undergraduate): it aims to provide a compact, accessible, and up-to-date account of the current scholarly advances and debates in this field of study, and it is designed to be used in teaching and in discussion groups. The book derived from a conference sponsored by N.S.F., the Wenner-Gren Foundation for Anthropological Research, the Washington University Committee for Ethics and Human Values, and the Anthropedia Foundation for the study of well-being.

As one of the most important natural resources, the management of water is becoming increasingly important as water resources are growing more scarce. This is especially the case for rural areas and developing countries, such as Africa. In sub-Saharan African (SSA) countries today, the demand for water resources is increasing. In this innovative study, the author examines these forms of traditional or customary institutions of water management in a manner that has never been done before. First, the author provides us with an understanding and appreciation of the differential impact of customary institutions on drinking- and irrigation-water management. Most sociological studies on rural water management in SSA have addressed water-management issues without adequately analyzing customary institutions and showing how they affect rural water management. Most studies in river-basin management focus on water for irrigation. Few studies have examined how the customary and statutory institutions influence water management for different water uses. This study looks at how the management of water for domestic use differs from the management of water for livestock and small-scale irrigation. The second unique contribution of this book is the analysis of the role of women and how customary and statutory institutions affect women's participation in water management. Few studies have looked at the role of women and their contribution to rural water management. Previous studies have focused only on the statutory institutions. Finally, the study offers a valuable comparison of the effectiveness of statutory and customary institutions in enforcement of their regulations, resolving natural-resource conflicts, and in ensuring access to water for different uses. Although many researchers recognize the importance of customary institutions, their analysis tends to focus more on the statutory institutions for water management. In this book, both formal and informal water-management institutions are considered for a more balanced understanding. The findings of this study will serve as the basis for formulating policies and programs that include customary institutions in the management of rural water resources in Tanzania. In Tanzania, lack of access to safe water for many rural populations is a major concern. Lack of safe water has implications for rural people and the country as a whole. Policy makers, nongovernmental organizations, planners, and water providers need to be informed so they can incorporate customary institutions into policies and strategies for management of rural water resources. This is an important book for African studies, environmental studies, and policy studies.

This introductory textbook examines diminishing terrestrial and aquatic habitats in the tropics, covering a broad range of topics including the fate of the coral reefs; the impact of agriculture, urbanization, and logging on habitat depletion; and the effects of fire on plants and animal survival. Includes case studies and interviews with prominent conservation scientists to help situate key concepts in a real-world context. Covers a broad range of topics including: the fate of the coral reefs; the impact of agriculture, urbanization, and logging on habitat depletion; and the effects of fire on plants and animal survival. Highlights conservation successes in the region, and emphasizes the need to integrate social issues, such as human hunger, into a tangible conservation plan. Documents the current state of the field as it looks for ways to predict future outcomes and lessen human impact. "Sodhi et al. have done a masterful job of compiling a great deal of literature from around the tropical realm, and they have laid out the book in a fruitful and straightforward manner... I plan to use it as a reference and as supplemental reading for several courses and I would encourage others to do the same." *Ecology*, 90(4), 2009, pp. 1144-1145

This book presents work on bridging inferences in discourse interpretation. It develops a formalization that permits integrating indirect anaphora in the construction of a structured discourse representation. From a broader perspective, it provides a suitable dynamic-logic framework which can account for underspecifications in cohesion and coherence of discourses by either inferentially resolving or contextually constraining them. Special attention is given to the resolution of bridging anaphora by means of integrating encyclopedic knowledge encoded in FrameNet into a formal theory of discourse structure as provided by Segmented Discourse Representation Theory. A second focus lies on the discourse effects of Clitic Left Dislocation in Spanish. In addition, the book provides a synopsis of the problems, methods, approaches, and desiderata of research on text, context, and discourse interpretation from formal, computational, cognitive, and psychological points of view. Central topics include pragmatic inferences and defeasible reasoning, the Common Ground, cohesion and anaphora resolution, coherence and discourse structure, and discourse interpretation. The volume may thus also serve as a reference book on text meaning and context.

The number of elderly people relying on formal long-term care services is dramatically increasing year after year, and the challenge of ensuring the quality and financial stability of care provision is one faced by governments in both the developed and developing world. This edited book is the first to provide a comprehensive international survey of long-term care provision and regulation, built around a series of case studies from Europe, North America and Asia. The analytical framework allows the different approaches that countries have adopted to be compared side by side and readers are encouraged to consider which quality assurance approaches might best meet their own country's needs. Wider issues underpinning the need to regulate the quality of long-term care are also discussed. This timely book is a valuable resource for policymakers working in the health care sector, researchers and students taking graduate courses on health policy and management.

Originally published in 1926, this volume contains the full text of *The Testament of Cresseid* by Scottish poet Robert Henryson. The Atlantic Forest is one of the 36 hotspots for biodiversity conservation worldwide. It is a unique, large biome (more than 3000 km in latitude; 2500 in longitude), marked by high biodiversity, high degree of endemic species and, at the same time, extremely threatened. Approximately 70% of the Brazilian population lives in the area of this biome, which makes the conflict between

biodiversity conservation and the sustainability of the human population a relevant issue. This book aims to cover: 1) the historical characterization and geographic variation of the biome; 2) the distribution of the diversity of some relevant taxa; 3) the main threats to biodiversity, and 4) possible opportunities to ensure the biodiversity conservation, and the economic and social sustainability. Also, it is hoped that this book can be useful for those involved in the development of public policies aimed at the conservation of this important global biome.

Gazelles are fast growing companies with at least 700,000/\$1,000,000 in annual sales that increase by more than 20% for 4 or more years in a row. When growing a business, reaching the level of gazelle and beyond is a marathon, not a sprint. This book contains proven fast-growth strategies to accelerate your business to 8-figures and beyond."

After reviewing, from a grammaticalization perspective, the main stages in the evolution of Italian object clitic pronouns, the book discusses the distinctive morphosyntactic, semantic, and pragmatic features of Italian clitics. In particular, the book offers an original study of the most common examples of so-called *verbi procomplementari*, verbs which are characterized by the incorporation of clitics that no longer function as pronouns, and which are widely used in present-day Italian. Their emergence involves both grammaticalization of the clitic pronoun into an obligatory element, and lexicalization of the verb+clitic sequence. This study is essentially descriptive and maximally data-driven. The discussion of grammaticalization and lexicalization is reduced to the essentials and aims primarily at defining how these terms, which have received different and at times divergent interpretations, are employed in the book. The book is accessible to a wide and varied readership, which includes Italian and Romance linguists of functional and formal orientation, Italian language scholars, grammaticalization scholars interested in new case studies, as well as students of language change and variation.

However, Ullmann points to feudalism as the single most important medieval institution that laid the groundwork for the emergence of the modern citizen.

Join the technological revolution that's taking the financial world by storm. Mastering Bitcoin is your guide through the seemingly complex world of bitcoin, providing the knowledge you need to participate in the internet of money. Whether you're building the next killer app, investing in a startup, or simply curious about the technology, this revised and expanded second edition provides essential detail to get you started. Bitcoin, the first successful decentralized digital currency, is still in its early stages and yet it's already spawned a multi-billion-dollar global economy open to anyone with the knowledge and passion to participate. Mastering Bitcoin provides the knowledge. You simply supply the passion. The second edition includes: A broad introduction of bitcoin and its underlying blockchain—ideal for non-technical users, investors, and business executives An explanation of the technical foundations of bitcoin and cryptographic currencies for developers, engineers, and software and systems architects Details of the bitcoin decentralized network, peer-to-peer architecture, transaction lifecycle, and security principles New developments such as Segregated Witness, Payment Channels, and Lightning Network A deep dive into blockchain applications, including how to combine the building blocks offered by this platform into higher-level applications User stories, analogies, examples, and code snippets illustrating key technical concepts

Start making money today ---with the ultimate guide for first-time investors No matter what the market does, real estate still offers plenty of moneymaking opportunities. In this new edition of *The Beginner's Guide to Real Estate Investing*, Gary W. Eldred presents the tools and knowledge new investors need to get started profitably. Packed with smart moneymaking strategies and real-life stories from successful investors, this edition also covers the latest information on financing, foreclosures, cash flow, and much more. You'll not only master the basics of investing, but also discover specialized techniques that the pros rely on to grow their long-term wealth. Concise yet comprehensive, this practical guide shows you how to: * Find great deals on properties with big potential * Get started with low- or no-down payment financing * Utilize creative financing options and other people's money * Buy low-cost foreclosures and REOs * Make value-adding improvements to any property * Craft winning offers and negotiate like a pro * Manage rental properties hassle-free * Flip investment properties for fast profit In addition, Eldred shows you how to tailor your investment strategy to make money almost anywhere, in any type of market. With proven techniques, timeless principles, and totally up-to-date information, *The Beginner's Guide to Real Estate Investing, Second Edition* is the perfect place to start building a prosperous future --- today.

This book proposes that Spanish author Luis Martín-Santos' work focuses on the effects of patriarchy and hegemonic masculinity on men, to actively contribute to freeing both men and women from the yoke of patriarchy. It aims for a new resonance of Luis Martín-Santos. It analyzes the influence of Heidegger, Freud and Sartre in Martín-Santos' psychiatric essays and his fictional works: the novel *Tiempo de silencio* (Time of Silence), the collection of short stories *Apólogos*, and the posthumous fragment *Tiempo de destrucción* (Time of Destruction). It demonstrates that alongside the political critique of Franco's dictatorship, Martín-Santos' creative writings are an attempt to destroy the prevalent masculine myths of Western patriarchy, and a proposal to create new myths for the future.

Whether it's climbing Everest, launching a business, applying for a dream job, or just finding happiness in everyday life, Steve Sims, founder of the luxury concierge service, Bluefish, reveals simple and effective ways to sharpen your mind, gain a new perspective, and achieve your goals. From helping a client get married in the Vatican, to charming and connecting with business mogul Elon Musk, Bluefish founder Steve Sims is known to make the impossible possible. Now, in his first book, he shares tips, techniques, and principles to break down any door and step onto whatever glamorous stage awaits you. By following Steve's succinct yet insightful advice—as well as inspiration gleaned from the moving stories of others—you, too, can transform your life and achieve the impossible.

What do we know about Mediterranean Cold (Deep)-Water coral ecosystems? In this book, specialists offer answers and insights with a series of chapters and short papers about the paleoecology, biology, physiology and ecology of the corals and other organisms that comprise these ecosystems. Structured on a temporal axis—Past, Present and Future—the reviews and selected study cases cover the cold and deep coral habitats known to date in the Mediterranean Basin. This book illustrates and explains the deep Mediterranean coral habitats that might have originated similar thriving ecosystems in today's Atlantic Ocean.

This volume presents a collection of peer-reviewed, scientific articles from the 14th International Conference on Information Technology - New Generations, held at Tuscan Suites Hotel in Las Vegas. The proceedings addresses critical areas of information technology including web technology, communications, computing architectures, software engineering, security, and data mining.

This pioneering and comprehensive survey is the first overview of current themes in Latin American archaeology written solely by

academics native to the region, and it makes their collected expertise available to an English-speaking audience for the first time. The contributors cover the most significant issues in the archaeology of Latin America, such as the domestication of camelids, the emergence of urban society in Mesoamerica, the frontier of the Inca empire, and the relatively little known archaeology of the Amazon basin. This book draws together key areas of research in Latin American archaeological thought into a coherent whole; no other volume on this area has ever dealt with such a diverse range of subjects, and some of the countries examined have never before been the subject of a regional study.

Scaling Up How a Few Companies Make It... and Why the Rest Don't

Frost & Sullivan's 2014 Growth, Innovation, and Leadership Book of the Year "EXPONENTIAL ORGANIZATIONS should be required reading for anyone interested in the ways exponential technologies are reinventing best practices in business." —Ray Kurzweil, Director of Engineering at Google In business, performance is key. In performance, how you organize can be the key to growth. In the past five years, the business world has seen the birth of a new breed of company—the Exponential Organization—that has revolutionized how a company can accelerate its growth by using technology. An ExO can eliminate the incremental, linear way traditional companies get bigger, leveraging assets like community, big data, algorithms, and new technology into achieving performance benchmarks ten times better than its peers. Three luminaries of the business world—Salim Ismail, Yuri van Geest, and Mike Malone—have researched this phenomenon and documented ten characteristics of Exponential Organizations. Here, in EXPONENTIAL ORGANIZATIONS, they walk the reader through how any company, from a startup to a multi-national, can become an ExO, streamline its performance, and grow to the next level. "EXPONENTIAL ORGANIZATIONS is the most pivotal book in its class. Salim examines the future of organizations and offers readers his insights on the concept of Exponential Organizations, because he himself embodies the strategy, structure, culture, processes, and systems of this new breed of company." —John Hagel, The Center for the Edge Chosen by Benjamin Netanyahu, Prime Minister of Israel, to be one of Bloomberg's Best Books of 2015

Introducing a new pathways approach for understanding and responding to sustainability challenges, this title explores practical ways forward for building pathways to sustainability.

Only a decade ago, the notion that museums, galleries and heritage organisations might engage in activist practice, with explicit intent to act upon inequalities, injustices and environmental crises, was met with scepticism and often derision. Seeking to purposefully bring about social change was viewed by many within and beyond the museum community as inappropriately political and antithetical to fundamental professional values. Today, although the idea remains controversial, the way we think about the roles and responsibilities of museums as knowledge based, social institutions is changing. Museum Activism examines the increasing significance of this activist trend in thinking and practice. At this crucial time in the evolution of museum thinking and practice, this ground-breaking volume brings together more than fifty contributors working across six continents to explore, analyse and critically reflect upon the museum's relationship to activism. Including contributions from practitioners, artists, activists and researchers, this wide-ranging examination of new and divergent expressions of the inherent power of museums as forces for good, and as activists in civil society, aims to encourage further experimentation and enrich the debate in this nascent and uncertain field of museum practice. Museum Activism elucidates the largely untapped potential for museums as key intellectual and civic resources to address inequalities, injustice and environmental challenges. This makes the book essential reading for scholars and students of museum and heritage studies, gallery studies, arts and heritage management, and politics. It will be a source of inspiration to museum practitioners and museum leaders around the globe.

What are the underlying handful of fundamentals that haven't changed for over a hundred years? From Harnish's famous "Mastering a One Page Strategic Plan" process that has been a best-selling article on the web to his concise outline of eight practical actions you can take to strengthen your culture, this book is a compilation of best practices adapted from some of the best-run firms on the planet. Included is an instructive chapter co-authored by Rich Russakoff, revealing winning tactics to get banks to finance your business. Lastly, there are case studies demonstrating the validity of Harnish's practical approaches.

What is an elite NFL QB and what separates that player from the others? One answer is the coach they share. In the recent history of the biggest game on earth, one man is the common thread that connects several of the very best in the sport: Peyton Manning; Ben Roethlisberger; Andrew Luck; and the resurgent Carson Palmer. That coach is Bruce Arians. A larger than life visionary who trained under the tutelage of Bear Bryant, Arians has had a major impact on the development and success of each of these players. For proof beyond the stats, go to the sources. "Bruce is gonna love you when you need some loving, but he's gonna jump on you when you're not doing right." -- Peyton Manning "He coaches the way players want to be coached." -- Ben Roethlisberger "He made players comfortable around him and let everybody have their own personality. He didn't force anybody to be someone they weren't. It may sound a little corny or cheesy, but there's merit to that. I felt comfortable being myself and I felt he had my back." -- Andrew Luck "We're a resilient group. It trickles down from the head coach. I think good teams, really good teams, and hopefully great teams take on their coach's mentality. I think that's what B.A. brings . . ." -- Carson Palmer Known around the game as the 'quarterback whisperer', Arians has an uncanny ability to both personally connect with his quarterbacks and to locate what the individual triggers are for that player to succeed. No two quarterbacks are the same. And yet with Arians they always share success. In this book Arians will explain how he does it.

Activities including masks, mazes, crossword puzzles and word searches designed to help students learn about the Day of the Dead celebration.

The youngest son of John D. Rockefeller, Jr., and Abby Aldrich Rockefeller narrates the story of his life, from his youth and Harvard education, through his military service during World War II, to his career in business and finance, and

chronicles his varied roles as financier, philanthropist, and unofficial international envoy. Reprint. 75,000 first printing. Presents a guide for companies wanting to attract and employ the most desirable candidates, outlining strategies for successful hiring of high achievers and for transforming second-level workers into top performers.

Don't let a fear of numbers hold you back. Today's business environment brings with it an onslaught of data. Now more than ever, managers must know how to tease insight from data--to understand where the numbers come from, make sense of them, and use them to inform tough decisions. How do you get started? Whether you're working with data experts or running your own tests, you'll find answers in the HBR Guide to Data Analytics Basics for Managers. This book describes three key steps in the data analysis process, so you can get the information you need, study the data, and communicate your findings to others. You'll learn how to: Identify the metrics you need to measure Run experiments and A/B tests Ask the right questions of your data experts Understand statistical terms and concepts Create effective charts and visualizations Avoid common mistakes

This well timed volume features a selection of chapters composed by experts in their respective fields. It covers a broad range of topics, from its fundamental biology to the fern's population genetics and environmental and therapeutic applications.

Includes entries for maps and atlases.

The book series Beihefte zur Zeitschrift für romanische Philologie, founded by Gustav Gröber in 1905, is among the most renowned publications in Romance Studies. It covers the entire field of Romance linguistics, including the national languages as well as the lesser studied Romance languages. The editors welcome submissions of high-quality monographs and collected volumes on all areas of linguistic research, on medieval literature and on textual criticism. The publication languages of the series are French, Spanish, Portuguese, Italian and Romanian as well as German and English. Each collected volume should be as uniform as possible in its contents and in the choice of languages.

Every year, hundreds and hundreds of kittens are rescued-this is the true story of one very special little guy named Dory.

Winner of the International Book Awards for General Business Winner of the Readers' Favorite International Book Award for Non-Fiction Business It's been over a decade since Verne Harnish's best-selling book Mastering the Rockefeller Habits was first released. Scaling Up (Rockefeller Habits 2.0) is the first major revision of this business classic which details practical tools and techniques for building an industry-dominating business. This book is written so everyone -- from frontline employees to senior executives -- can get aligned in contributing to the growth of a firm. Scaling Up focuses on the four major decision areas every company must get right: People, Strategy, Execution, and Cash. The book includes a series of new one-page tools including the updated One-Page Strategic Plan and the Rockefeller Habits Checklist™, which more than 40,000 firms around the globe have used to scale their companies successfully -- many to \$10 million, \$100 million, and \$1 billion and beyond - while enjoying the climb!

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