How to Think about Corporate Growth? This paper is based on the author's book, Managing Corporate Growth, Oxford University Press, Oxford, 2000.

Abstract

Corporate growth has evolved into a challenge of undisputable and increasing interest among senior managers, in particular, after the bursting of the stockmarket bubble. Nevertheless, the available theories of corporate growth (resources, life-cycle, etc.) tend to focus on only one dimension of the growth process. In this paper\(^1\), we argue why corporate growth is important, introduce the need for a more holistic view of corporate growth and discuss the drivers that growing firms use to keep growth going.
Keywords
Corporate growth; Strategy; Corporate renewal; Innovation-driven growth

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