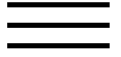


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Abstract

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 paper¹, 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.



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Keywords

Corporate growth; Strategy; Corporate renewal; Innovation-driven growth

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JORDI CANALS, *IESE Business School, Universidad de Navarra, Av. Pearson 21, 08034 Barcelona, Spain. E-mail: jcanals@iese.edu*

Dr. Jordi Canals is Dean and Professor of Economics and General Management at IESE, Barcelona. He has published thirteen books and many journal articles on strategy, international management and banking. His most recent book is Managing Corporate Growth (Oxford University Press, 2000).

¹ This paper is based on the author's Book, *Managing Corporate Growth*, Oxford University Press, Oxford, 2000.

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