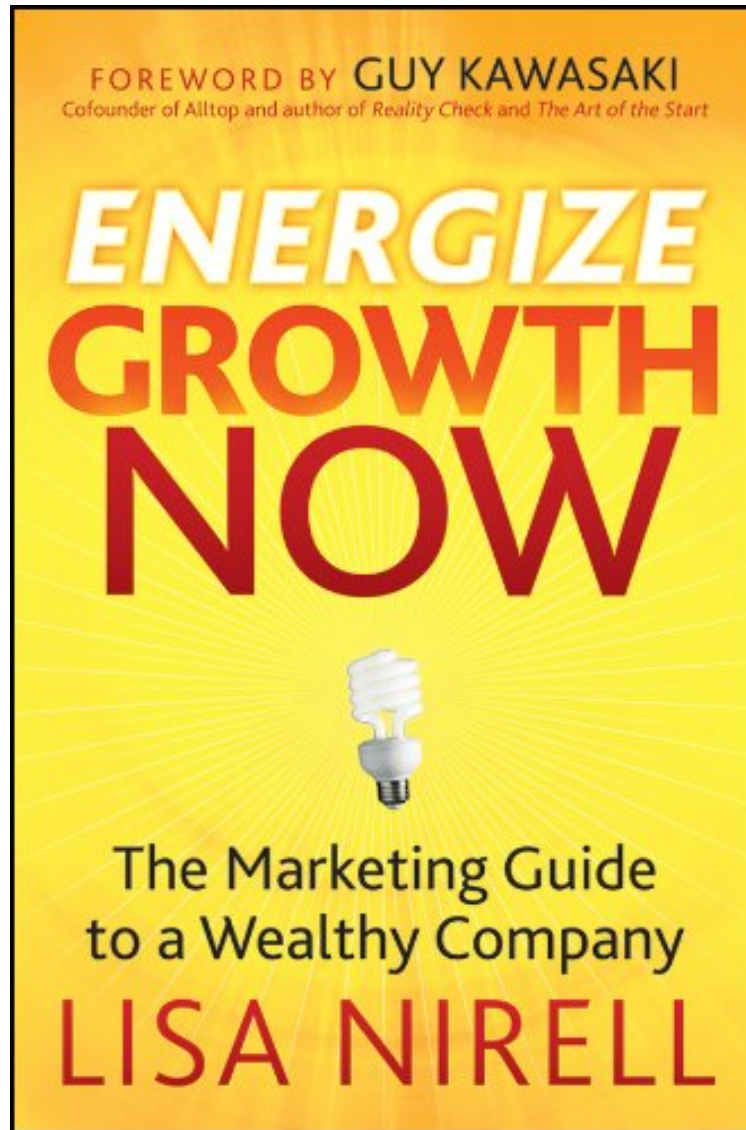


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# Energize Growth Now: The Marketing Guide to a Wealthy Company

*Lisa Nirell*

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**Lisa Nirell : Energize Growth Now: The Marketing Guide to a Wealthy Company** before purchasing it in order to gage whether or not it would be worth my time, and all praised Energize Growth Now: The Marketing Guide to a Wealthy Company:

1 of 1 people found the following review helpful. Practical and Strategic InsightsBy Brian BarelaEnergize Growth renewed my focus on revenue and taking practical steps towards clarifying business objectives when considering new opportunities.As an entrepreneur I'm continually excited by new ideas and projects. Energize Growth provides a

framework for understanding how opportunities will increase revenue. As a consultant the book provided case studies and examples of companies that have pursued growth and those that have talked about growth, but were unwilling to make the changes needed to improve. Finally, I appreciated the focus on value and pricing services based on outcomes. I recommend the book to executives who are passionate about continually innovating and staying market-focused, and entrepreneurs seeking to build their existing venture, or looking for new ones. 1 of 1 people found the following review helpful. A must read if you are serious about growing your business. By Anthony Kubica Lisa Nirell managed to capture what it really takes to grow a business. She avoids business jargon and conceptual theories of business performance improvement. The information she presents is pragmatic, easy to understand and relevant. The title of the book, *Energize Growth Now*, creates a sense of urgency. As you read through the book, she doesn't disappoint. The first chapter will likely speak to many of us in business - sometimes we feel we are running on empty. She builds from there. She discusses why businesses fail - addressing both the tangible (lack of a written plan) and the intangible (limiting beliefs). She continues with challenging the reader to understand and follow-up through on what they do best. I was especially intrigued by the chapter on increasing your Wealth Quotient. A topic not often addressed in the business literature. Lisa believes in planning, why it's important, and she does an excellent job guiding us through the process. Far too many businesses don't do what they say they want to do and hence fail or under-perform. Lisa shows us how to avoid that by designing and using a dashboard to focus on and track results. She also addresses branding and growing your wealth quotient through using social media - timely and important as marketing and public relations are moving to internet and self-managed initiatives. In her chapter on more revenue with fewer clients she challenges us to think about revenue generation differently. It's very clear as you read Lisa's book that she's been there; she has first hand experience - and it shows. If you can read only one book on business growth, this is the book to read. 1 of 1 people found the following review helpful. New tools to grow your business and life. By Theodoro Lisa a grate book, witch I am thankful to find, have and to read is giving me better tools to be more efficient as a leader to create and direct the energy of my team, my self and clients to generate more productivity, results and job satisfaction. Sometimes even a small change or perception can change everything and, in it we have lots of it to put to work and have fast results. We can see happening in automobile manufacturign Toyota, Honda, Hunday x GM, Mercedes, VW and how Steve Jobs makes the grate diference. *Energize* is everything. Will be one of my business bibles.

A strategy and marketing guide for growth companies Growth at any price can be exhausting for B-2-B companies and professional service providers who want to win more clients. Many entrepreneurs watch their bank accounts grow, but sacrifice too much in the process. Since 2001, wealth has taken on a whole new meaning. In this tell-all marketing guidebook, Lisa Nirell reveals a contemporary, contrarian, and field-tested view of marketing and planning. Successful growth and exit planning aren't about maximizing revenues or launching Internet marketing campaigns. Instead, they're about creating a compelling vision of the future, winning clients' hearts and minds, and defining the "wealth quotient" in a holistic way. This practical, real-world guide shows readers how to develop a strategic marketing plan that really works—and avoid the attitudes that sabotage great ideas.

From the Inside Flap Here's a familiar scenario for successful entrepreneurs: You start a company and fuel its growth with your own passion and hard work. But after you expand, the company takes on a life of its own. Systems, procedures, politics, and financial pressures compete for your attention. Those demands begin to undermine your passion and your purpose. Your company culture changes, your profits are strained, and your own health and happiness suffer. You either give up, sell out, or drop out. But it doesn't have to be that way. With thoughtful planning and guidance—and with the contrarian wisdom you'll find in this book—you can combine strategic planning with smart marketing to spur intelligent, long-term growth without working 100-hour weeks. *Energize Growth NOW* is the perfect resource to help you transition your company from a growing start-up to a successful, wealthy business. Growing a business is difficult, demanding work. Keeping your business on the right track over time can be tedious, difficult, and boring. In a business world filled with headlines touting the latest business planning models and cool new marketing ideas, it takes real commitment to focus on the fundamentals that help you build a sustainable business. *Energize Growth NOW* is the resource you need to help you achieve just that. It shows you how to build deep relationships with clients and customers, stop obsessing over the numbers so you can think about the big picture, and build systems that free you to focus on more strategic activities. It takes clear vision and enduring principles to succeed over the long term. *Energize Growth NOW* shows you how to: Avoid the pitfalls of running a growth company