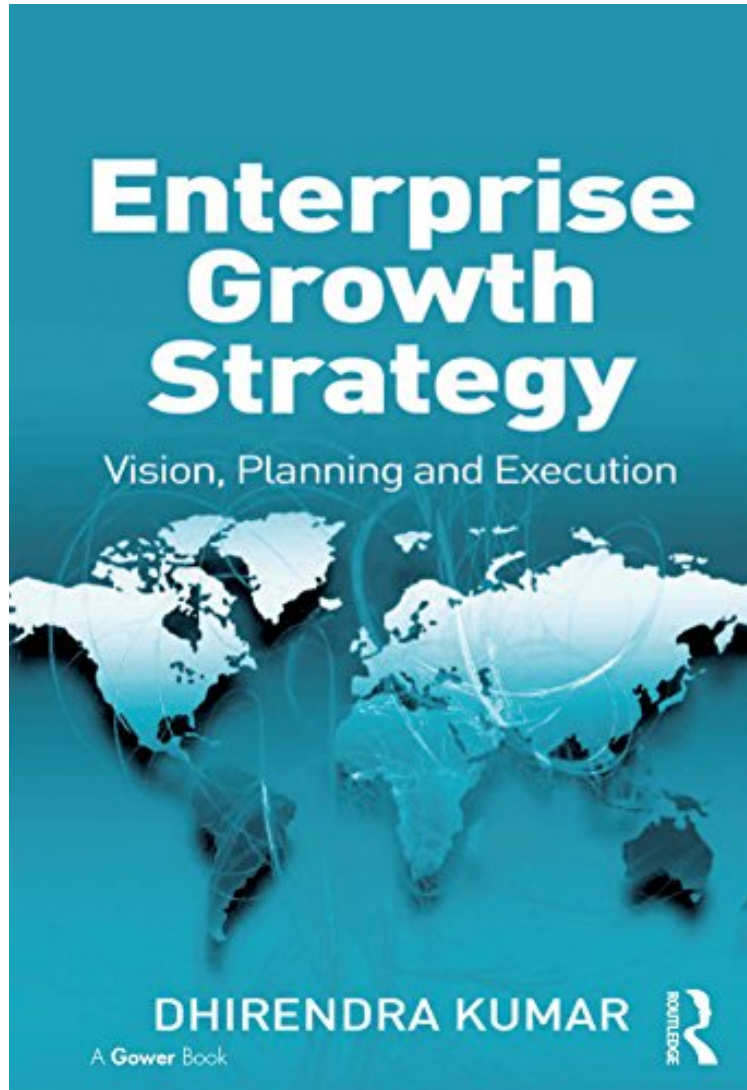


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Enterprise Growth Strategy: Vision, Planning and Execution

Dhirendra Kumar

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Dhirendra Kumar : Enterprise Growth Strategy: Vision, Planning and Execution before purchasing it in order to gage whether or not it would be worth my time, and all praised Enterprise Growth Strategy: Vision, Planning and Execution:

Even during economic downturns businesses have to grow to survive and compete in domestic and international markets. There is always a need to plan for future growth. Enterprise Growth Strategy presents the total process of a growth strategy. Dr Kumar is an engineer who entered the academic world following a long career in manufacturing business and has since taught almost every aspect of business and management. The 'growth strategy' concept he has

developed is comprehensive and manifestly practical. Dr Kumar describes mechanisms by which businesses can gain market share; develop, modify, or upgrade products; acquire new or expand existing businesses; transform resources to increase revenue and profitability; reduce cycle time; and empower business associates. Quality concepts - market growth, financial and core competency - are outlined and a variety of growth strategy tools presented. The relationship between continuous improvement metrics and business growth metrics is explained and their relevance to financial performance examined. Examples and case studies are presented to illustrate how different business areas such as Sales and Marketing; Product Development; Operations; Support Services; and the Finance function, contribute. Leadership responsibilities, employee participation in the execution of growth strategy, culture and change issues are also discussed. Business leaders, managers and consultants, academics and teachers, as well as higher level students on business-related courses will find enormous value in this book. It is unusual, if not unique, in presenting the total process from vision to mission, to development of a growth strategy, implementation of initiatives, use of tools, and measurement of both operational and financial outcomes.

'Bridging the gap between engineering and management to achieve a highly effective business organization is a Herculean task, with commendable texts few and far between. Dr Kumar's new work fits that niche perfectly, using non-academic language and vivid case studies to give a manager superior advice on how to envision, plan, and execute a winning business strategy regardless of the product or industry involved. This is powerful stuff, based upon Dr Kumar's long and successful career in both manufacturing and in the executive suite. Read it, and put it into practice, and both survival and profitability are likely to be one's reward, especially in difficult economic times. My engineering management students will have it in their book lists.' - Alexis N Sommers, Professor Industrial Engineering MSIE Program Coordinator, University of New Haven, USA '...Masterfully written in practical terms, the text serves as a guide to developing performance excellence by capitalizing on the organization's core competency, vision, and leadership to: 1) refine operations-oriented initiatives; 2) use growth strategy tools; and 3) create an executable strategy that transforms the business to ensure sustainability and growth. It is a must read for those who envision revenue, profitability and growth.' - Dr Deb Manzo, North Carolina State University 'Today's leaders are challenged to focus simultaneously on the top-line and bottom-line. This book contributes a holistic framework and serves as a primer of the tools and approaches needed to implement solutions that address complex organizational challenges. It is an important contribution for people seeking to implement complete solutions in their organization.' - David A. Boulay, Ph.D., Deputy Director, Industrial Extension Service, N. C. State University, USA 'this book is written in a practical, down to earth style...This reviewer finds the book to be a good addition to book shelves of libraries or in the corporates...' - Prem Vrat, Vision - The Journal of Business Perspective

About the Author
Dr Dhirendra Kumar is Senior Extension Engineer at North Carolina State University in the USA. He has worked as an engineer, technical adviser and programme manager for Outboard Marine, John Deere, Pratt and Whitney, and Pitney Bowes. Since turning to academia, Dr Kumar has been a researcher, senior lecturer, and a visiting and adjunct professor, holding different posts at the Universities of Iowa, Nebraska, Hartford, Central Connecticut and New Haven. He has written books, instructional manuals, and many conference papers and is a member of a number of advisory boards and scholarship committees. In his current role he advises graduate students on industrial projects and leads projects in organizations external to his university. Dr Kumar is also developing and taping courses for distance learning on topics, such as Enterprise Growth Strategy, Resources Transformation, and Continuous Improvement.