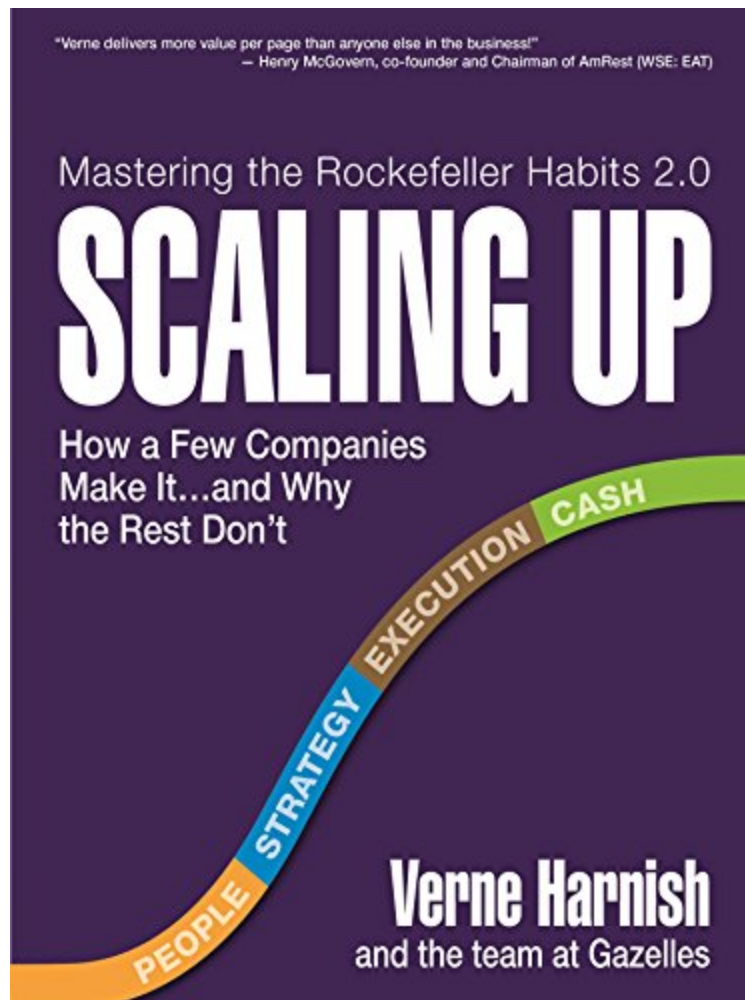


(Free) Scaling Up: How a Few Companies Make It...and Why the Rest Don't (Rockefeller Habits 2.0)

## Scaling Up: How a Few Companies Make It...and Why the Rest Don't (Rockefeller Habits 2.0)

Verne Harnish

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**Verne Harnish : Scaling Up: How a Few Companies Make It...and Why the Rest Don't (Rockefeller Habits 2.0)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Scaling Up: How a Few Companies Make It...and Why the Rest Don't (Rockefeller Habits 2.0):

0 of 0 people found the following review helpful. Tools to help you grow your business. By Arthur J. Hedge III If you have a business with over 15 employees and want to grow, this is a fabulous book. There are a number of concrete and practical recommendations (within an entire system) that you can use to align your management team and improve your business. One thing that I really appreciated about the book is that Verne Harnish is more than willing to give others credit and recommend other management gurus. There are plenty of smart management folks out there and he is more than happy to reference them. One of the best business books that I have ever read. 0 of 0 people found the following review helpful. Good luck! By Customer As an entrepreneur building a business from the ground up for

several years, reading this book makes me realise that I should have read this much sooner! It lays the broad roadmap for any business owner looking to scale up your business operations and the pitfalls you should be aware of so you can focus on working towards overcoming these obstacles. If you find that you have been working hard on your business and haven't had any breakthrough, reading this book may kick start your drive again to find that bottleneck and get you some inspiration to overcoming that roadblock. Good luck!

0 of 0 people found the following review helpful. While I like this book, I am disappointed that every section goes into explaining strategy and methodology in a cursory way, and then refers you to another book. So if you are a business owner trying to conduct strategic planning, revamp hiring processes, etc, and you want in-depth guidance and insight, you end up thinking I need to read a lot other books before I really understand what I need to know. If you have a time crunch to get things done and are looking for a single guidebook to help out, this does the job, but not as thoroughly as I would like and always leaves you wondering if you need the more in-depth explanation.

Winner of the 2015 International Book Awards for General Business  
Winner of the 2015 National Indie Excellence Award for General Business  
Winner of the 2015 Readers' Favorite International Book Award Gold Medal for Non-Fiction Business  
Winner of the 2015 Paris Book Festival Award for Business  
Winner of the 2015 Amsterdam Book Festival Award for Business  
Winner of the 2015 San Francisco Book Festival Award for Business  
Finalist of the 2015 International Book Awards for Best New Non-Fiction

It's been over a decade since Verne Harnish's best-selling book *Mastering the Rockefeller Habits* was first released. *Scaling Up: How a Few Companies Make It...and Why the Rest Don't* is the first major revision of this business classic. In *Scaling Up*, Harnish and his team share practical tools and techniques for building an industry-dominating business. These approaches have been honed from over three decades of advising tens of thousands of CEOs and executives and helping them navigate the increasing complexities (and weight) that come with scaling up a venture. This book is written so everyone -- from frontline employees to senior executives -- can get aligned in contributing to the growth of a firm. There's no reason to do it alone, yet many top leaders feel like they are the ones dragging the rest of the organization up the S-curve of growth. The goal of this book is to help you turn what feels like an anchor into wind at your back -- creating a company where the team is engaged; the customers are doing your marketing; and everyone is making money. To accomplish this, *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 \$1 billion and beyond. Running a business is ultimately about freedom. *Scaling Up* shows business leaders how to get their organizations moving in sync to create something significant and enjoy the ride.

"Scaling Up addresses the second half of the venture ball game, something often lost in all the hoopla about incubating disruptive innovation during the first half. Half-time scores don't matter - it's all about how you finish the game. So get yourself into Verne's locker room for a great half-time pep talk, and then get yourself out on the field to play a great second half." -- Geoffrey Moore, Author of *Crossing the Chasm*

"Verne delivers more value per page than anyone else in the business!" -- Henry McGovern, co-founder and Chairman of AmRest (NYSE: EAT)

"Scaling Up not only opened my eyes and helped direct my focus as the new leader of this non-profit organization, but the concept itself literally became our new holistic initiative. With these new skills, we were able grow our organization exponentially and reach out to new funders." --Joshua Troderman, CEO, Shalom Learning

"Verne Harnish is more committed to helping companies grow than any other person on the planet. Really. He's also radically practical in his approach and that is reflected throughout this terrific book." -- Patrick Lencioni, president, The Table Group

"The Five Dysfunctions of a Team and The Advantage" -- Fast-growing companies not small ones or big ones create almost all the jobs and innovation in our economy, and Verne has been an invaluable guide to leaders of such companies, like me. *Scaling Up* helps us put in place the disciplines critical to building a significant business." -- Graham Weston, Chairman and CEO, Rackspace (NYSE: RAX)

"Verne's tools and techniques have been key to scaling up Benetton to become the #1 international fashion brand in India. They work!" -- Sanjeev Mohanty, CEO, Benetton India

"Imagine walking into a library and finding one book that captures the ideas of all the books in the library. *Scaling Up* is that business book. You will not have to go any farther." -- Jack Stack, founder and CEO of SRC Holdings

"The Great Game of Business and A Stake in the Outcome" -- We've scaled up our company from a single office near Calgary to 2,000 employees in 165 locations across Western Canada. Verne's tools and techniques have been critical to helping us drive and manage this growth during my 20 years as CEO and ultimately to freeing me up as the founder to pursue other interests." -- Scott Tannas, founder and Vice Chairman, Western Financial Group

"senator, Canadian Parliament" -- Verne Harnish has once again proven he's the Growth Guy. *Scaling Up* is packed with the tools to help you bust through the barriers to growth and climb learning curves faster. But don't let your leadership team carry the load alone multiply your impact by sharing the book with every employee on your team." -- Liz Wiseman, best-selling author of *Multipliers* and

Rookie Smarts "Scaling up a significant business requires precisely the kind of discipline and focus detailed in Verne's practical and 'how-tos' driven book." -- Scott Farquhar, co-founder and CEO, Atlassian  
"The idea of guiding a company from the small tide pools to the big seas of business can be exhilarating, but also daunting without a detailed set of directions. Scaling Up provides those directions, along with a remarkably detailed map for how to get there safe and happy." -- Robert B. Cialdini, best-selling author of Influence  
"Verne Harnish's Scaling Up is one of the finest business books you'll ever read. We are all searching for new ways to build more effective teams, startups, and organizations that will stand the test of time. Through compelling research, business parables, vivid examples, deep research, Verne shares practical advice on the toughest challenge organizations confront: how to spread success from a few small pockets of an organization to its entire fabric. Whether you're an entrepreneur who wants to scale up, a CEO who wants to take his business to the next level, or a non-profit executive who wants to leave a legacy, this book will be life-changing." -- Tan Yinglan, Author of Way of the VC  
"Top Venture Capitalists on Your Board, Chinnovation  
How Chinese Innovators are Changing the World and New Venture Creation - Entrepreneurship For The 21st Century - An Asian Perspective (Scaling Up) About the Author  
Verne Harnish is founder of the world-renowned Entrepreneurs' Organization (EO) and chaired for fifteen years EO's premiere CEO program, the "Birthing of Giants" and WEO's "Advanced Business" executive program both held at MIT. Founder and CEO of Gazelles, a global executive education and coaching company with over 150 coaching partners on six continents, Verne has spent the past three decades helping companies scale-up. The "Growth Guy" syndicated columnist, he's also the Venture columnist for FORTUNE magazine. He's the author of Scaling Up (Rockefeller Habits 2.0); Mastering the Rockefeller Habits; and along with the editors of Fortune, authored "The Greatest Business Decisions of All Times", for which Jim Collins wrote the foreword. Verne also chairs FORTUNE Magazine's annual Leadership and Growth Summits and serves on several boards including chairman of The Riordan Clinic and the newly launched Geoversity. An investor in several scale-ups, Verne resides in Barcelona, Spain, with his wife and four children and enjoys piano, tennis, and magic as a card-carrying member of the International Brotherhood of Magicians.