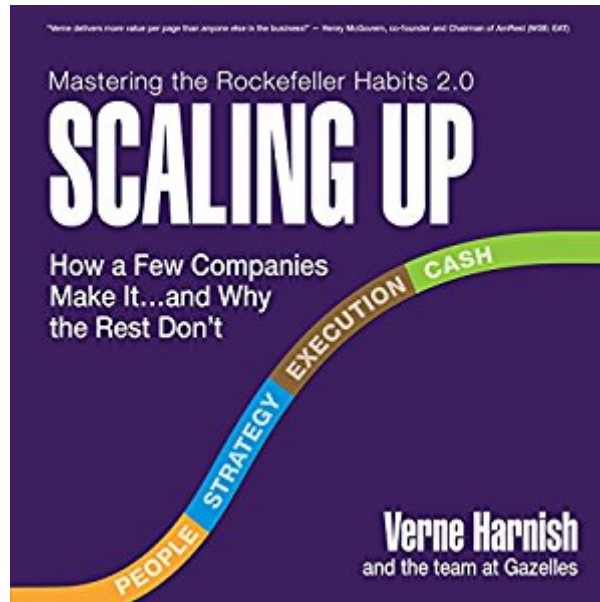


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Scaling Up: How A Few Companies Make It...and Why The Rest Don't, Rockefeller Habits 2.0



Synopsis

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 front line 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. Bonus material for *Scaling Up* may be found at www.ScalingUp.com.

Book Information

Audible Audio Edition

Listening Length: 8 hours and 49 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Gazelles Inc.

Audible.com Release Date: November 14, 2014

Whispersync for Voice: Ready

Language: English

ASIN: B00PMCI89Q

Best Sellers Rank: #2 in Books > Business & Money > Small Business & Entrepreneurship >

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Customer Reviews

I have read a lot of business books, literally thousands, and I would put this book in my top 10 for sure. There are many, many absolutely superb books on business strategy, leadership, high performance teams, company culture and such but this is a rare book that not only addresses these core elements of running a successful business but also has the specific "how to" workshops necessary to put these critical ideas into action. This is perhaps the single best book I've ever seen that clearly lays out precisely what the management team must do to lead their entire company through multiple growth phases. Verne Harnish is considered one of the most widely respected business growth experts in the world and this book proves why he has that reputation. I have now read, and re-read "Scaling Up" three times cover-to-cover and have recommended it to dozens of my clients. In my opinion this is a "must read" book if you want to understand how to grow your business with discipline and build a sustainably successful organization. I give this book my highest possible personal recommendation. John Spence - one of the Top 100 business thought leaders in America, one of the Top 100 small business influencers in America and one of the top 500 leadership development experts in the world.

I just bought Scaling Up and have to say that I love it and the supporting website (www.scalingup.com) that has all of the free templates and plans. This is definitely a book to read cover to cover and use as a primer to run your business. There are 3 business books, Traction (Gino Wickman) Rockefeller Habits - Now Scaling Up, and The Advantage by Pat Lencioni I only wish I had these three when I started out. Nice work Verne for the book, the shares and the framework.

The predecessor to this book and this book are the top-recommended book(s) I tell entrepreneurs to read to systematically grow their businesses with focus and discipline. Verne's language is very clear, and his approach is extremely actionable. There is no mystery of what to do, the day you put down this book!

1) Scaling up is my favorite business book of the past decade. 2) I bought a copy for everyone at my company 3) Every entrepreneur that asks me for advice, I say read this book. (Saves me time, and provides them with more value) 4) Verne, is perhaps the world's best synthesizer and communicator

for fast growth companies and this book proves it.5) Don't believe me, sign-up for his newsletter at Gazelles.com - I've been a email newsletter writer and subscriber for 15+ years. This one is the only one that I open and read top to bottom every week.

I would give this 2.5 stars. They have this at a friend of mine's place of work, so I got a copy. I could barely finish it. Maybe it is just me as I read about 3 business books a week, but this has been covered much better elsewhere by far. It is mostly a bunch of rah rah rah stuffing. No new ground covered here. I actually threw the book away, which I never do. I wish someone had told me to skip this one. Kept waiting for the golden nuggets, but they just were not there. As to my friend's work group with these guys, he says they have endless rah rah goal setting meetings that eat up way too much time and not much meat and potatoes and the employees there as a whole think they are a waste of time and expense. They are not cheap and the employees as a whole would rather the owner spend the money on better laptops and software and training that would actually help them do their jobs rather than the feel good meetings they are forced to attend. I was like alrighty then. I was interested because we work with a number of companies that provide training to companies and sometimes figuring out what not to do, is as important as what to do. I am sure if you are not well read, you might get a nugget out of here that could help you. So, it might be worth your time, but it certainly was not worth mine darn it.

Verne got us crazy entrepreneurs off the ground with his first book "Mastering the Rockefeller Habits." Now, it's Perfect timing for "Scaling Up" to bring us to the next level. I am so happy about this book! Verne Harnish is a modern day Napoleon Hill and we are blessed to have his guidance as entrepreneurs navigate the next stage of the ever-changing world of business.

Best Business Book of the year! I have already given 12 copies to clients. I have been facilitating groups for about 10 years and have relied on "Mastering the Rockefeller Habits" for a long time. This is an excellent book for business people of any size or any industry.

What a great business book! I have personally handed out copies to many of my entrepreneur friends. If you are an entrepreneur or aspire to be an entrepreneur, this is a must read! I started my company 10 years ago. I wish I had Scaling Up back then. But am glad I have it today. Scaling Up has been instrumental in our 2015 planning. First we used it to set our corporate strategy. Next we followed Verne's advice to ensure all of our functional strategies were aligned with one another

and the corporate strategy. Then we brought the strategies to life with the operating cadence in the book. With the help of Scaling Up, we are better prepared to deliver on our 2015 commitments than in any year before. As you can tell Scaling Up is not just a great resource for an entrepreneur. It is THE resource if you want to have a successful company. Awesome work Verne! Love how you keep pushing us to achieve our potential.

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