

# **ORGANIC GROWTH DISCIPLINES**

Healthy companies continue to find ways to grow organically. Dr Sudharshan provides a thoughtful framework for thinking about organic growth and the strategic decisions required to achieve it.

Paul Rooke, Former Chairman and CEO,  
Lexmark International, Inc

[A] very timely book at a time when the economy is growing slowly and the organic growth commands a higher premium over mergers and synergy. I congratulate Professor Sudharshan for suggesting, in very practical ways, how a company can grow organically at each step of the value creation process from knowledge to technology to building blocks to offerings in the market place.

Jagdish N. Sheth, PhD,  
Charles H. Kellstadt Professor of Business,  
Goizueta Business School, Emory University

Organic growth strategies are fundamental in building successful and sustainable enterprises. Dr Sudharshan provides a practical framework for growing organically. A must read for leaders interested in building companies with steady and sustainable growth.

Mahendran Naidu, President and CEO, IKIO,  
Chief Operating Officer, Institute for Lean Systems

This book can be a very useful resource for organizations pursuing organic growth strategies. The framework provided in the book can be handy for business leaders in their strategic planning process. The book can help managers in setting goals of organic growth, generating alternatives to achieve them and select the best one among them. It provides interesting insights about how organizations compete, innovate, develop products and eventually create value for customers. Overall, it provides insightful perspectives on various disciplines for growing organically.

Anand Kumar Jaiswal, Associate Professor,  
Indian Institute of Management, Ahmedabad

Whereas growth is a key strategic goal for most firms, organic growth is a key indicator of the health and sustainability of the firm. Despite the wide recognition of the critical importance of growth for firms, managers and scholars alike too often rely on simplistic heuristics and oversimplified theories. In a really accessible way, Sudharshan is bringing back in a novel framework the complex nature of corporate strategy growth by drawing on a set of six scientifically validated organic growth disciplines, which together provide the basis for a roadmap for innovative growth strategies.

Professor Dr Olivier Furrer, Chair of Marketing,  
University of Fribourg, Switzerland

# **ORGANIC GROWTH DISCIPLINES: A STRATEGIC FRAMEWORK FOR IMAGINING BUSINESS GROWTH OPPORTUNITIES**

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**D. Sudharshan**

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