

## The four colors of business growth

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Abstrak

Contents :

Growth is everywhere -- Growth comes in four colors -- The competing values framework (CVF) growth strategies and the stock market -- How do you know what color your growth strategy should be? --

Organizational alignment for growth : the power of the competing values framework in aligning the organization through a common language -- Ideas for yellow growth strategies -- Ideas for red growth strategies -- Ideas for blue growth strategies -- Ideas for green growth strategies -- Wrapping up.