



# How to Grow When Markets Don't

*Adrian Slywotzky, Richard Wise, Karl Weber*

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## **How to Grow When Markets Don't** Adrian Slywotzky, Richard Wise, Karl Weber

In a world of product saturation and market crashes, can companies achieve double-digit growth? Absolutely! Old-line companies are creating new profits through 'demand innovation'. They're thinking beyond their products, exploring the opportunities that surround them and discovering exciting new possibilities for growth. Packed with case studies on how to mine your company's hidden assets that can improve the bottom line immediately, this book gives managers the tools they need to keep their company vital in challenging economic times.

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