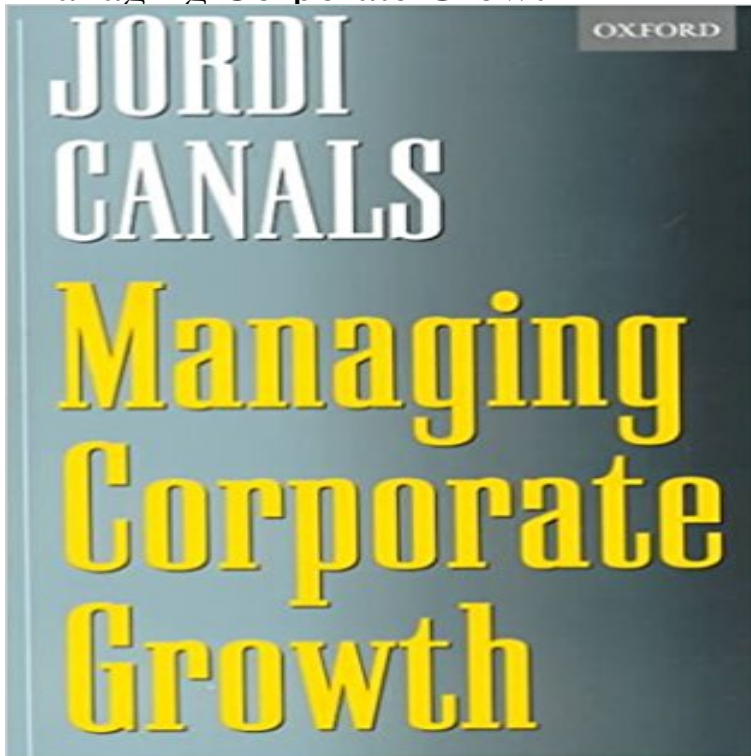


Managing Corporate Growth



As economic growth in Western countries shows signs of fatigue, companies are battling hard to discover how to generate and sustain corporate growth. The restructuring and reengineering processes of the early 1990s, and the massive lay-offs they brought about, have only given an additional boost to the need for expansion. Corporate efficiency is indispensable, but is not a sufficient condition for corporate survival. Firms need to think about their future growth.

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