



The Alchemy of Growth: Practical Insights for Building the Enduring Enterprise

By Mehrdad Baghai, Steve Coley, David White, Stephen Coley

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Growth unleashes benefits beyond the economic. It revitalizes organizations and invigorates the people in them, creating energy, a sense of purpose, and the glow of being on a winning team. Like the alchemy of old, it seeks to transform the everyday into the exalted by means that seem little short of magical. Yet growth is often elusive, achieved at unacceptable costs, or managed in fits and starts. Based on over three years of research and application at high-performing companies around the world, *The Alchemy of Growth* is a comprehensive, practical approach to initiating, achieving, and sustaining profitable growth—today *and* tomorrow. As the book shows, the secret is to manage business opportunities across three time horizons at once: extending and defending core businesses, building new businesses, and seeding options for the future. *The Alchemy of Growth* offers managers at all levels the tools and concepts for investing in the right initiatives, capabilities, and talent to propel their companies into the future.

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Editorial Review

Amazon.com Review

Why do some companies come and go while others endure? According to McKinsey & Company, Inc. consultants Mehrdad Baghai, Stephen Coley, and David White, the secret to a lasting enterprise is sustained growth. In *The Alchemy of Growth*, the authors offer a practical guide for jumpstarting expansion and keeping it going. "Growth is a noble pursuit. It creates new jobs for the community and wealth for shareholders. It can turn ordinary companies into stimulating environments where employees find a sense of purpose in their work," they write. "Growth's transformative power is akin to the alchemy of old."

The authors describe the approaches that have succeeded in helping their corporate clients around the world to step up the pace. For instance, companies must simultaneously focus on "three horizons" critical to growth. The first is the current bread-and-butter of the firm; the second, the fast-developing entrepreneurial ventures; and the third, the ideas that will germinate into tomorrow's profits. The best part of the book: the real-life examples of firms that have transformed themselves from laggards to supercharged growth companies. Take Disney, for example. After founder Walt Disney's death in 1966, the company stagnated, with its theme park and film business slipping. But after Michael Eisner took over in 1984, Disney boosted its average annual returns to 29 percent, on the strength of growth in such new avenues as Disney stores, ESPN, and resort development. *The Alchemy of Growth* is an instructive handbook for managers interested in spurring their companies to new heights. --*Dan Ring*

From Library Journal

This slender volume is the latest in a growing number of books from accounting, management, or consulting giants. Here, the topic is that most elusive of business concepts, growth. Coauthors Baghai, Stephen Coley, and David White are partners at the renowned consulting firm of McKinsey & Company, specializing in growth strategies. They feel that the growth creation process has three stages: maximizing current business, building emerging issues, and developing viable options. This framework is used to examine successes and failures while exploring the interrelated issues of inertia, momentum, business history, opportunity, leadership, and sustained growth. The last third of the volume consists of two-page summaries of the 30 companies used as successful examples. The concepts are clear, logical, and well documented with footnotes, but this type of business book will date quickly even if the underlying theoretical framework is sound. Public and undergraduate libraries will find this an acceptable though optional purchase. A Patrick J. Brunet, Western Wisconsin Technical Coll. Lib., LaCrosse
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Review

"Pragmatic, clearly written, and crammed with interesting tales about famous companies, [The Alchemy of Growth] could help transform the way a lot of corporations are managed in the fast-changing global economy." -- *Bill Shepherd, Global Finance*

"This book...is not a study to synthesize best practices from winning firms, but, rather, to conceive practical frameworks any company can utilize to help it grow....It provides pragmatic tools, models, and frameworks for thinking through growth opportunities and then executing them well." -- *Allan J. Magrath, Across the Board*

Users Review

From reader reviews:

James Dickens:

Book will be written, printed, or created for everything. You can know everything you want by a reserve. Book has a different type. As we know that book is important thing to bring us around the world. Beside that you can your reading skill was fluently. A publication The Alchemy of Growth: Practical Insights for Building the Enduring Enterprise will make you to be smarter. You can feel a lot more confidence if you can know about every thing. But some of you think this open or reading a book make you bored. It is not make you fun. Why they could be thought like that? Have you looking for best book or ideal book with you?

Donald Benson:

The reason? Because this The Alchemy of Growth: Practical Insights for Building the Enduring Enterprise is an unordinary book that the inside of the e-book waiting for you to snap this but latter it will jolt you with the secret that inside. Reading this book alongside it was fantastic author who also write the book in such incredible way makes the content inside easier to understand, entertaining technique but still convey the meaning entirely. So , it is good for you for not hesitating having this ever again or you going to regret it. This excellent book will give you a lot of advantages than the other book get such as help improving your skill and your critical thinking means. So , still want to hold off having that book? If I ended up you I will go to the guide store hurriedly.

Joy Rodriguez:

This The Alchemy of Growth: Practical Insights for Building the Enduring Enterprise is great guide for you because the content that is certainly full of information for you who have always deal with world and get to make decision every minute. That book reveal it info accurately using great plan word or we can say no rambling sentences within it. So if you are read the idea hurriedly you can have whole info in it. Doesn't mean it only offers you straight forward sentences but tricky core information with lovely delivering sentences. Having The Alchemy of Growth: Practical Insights for Building the Enduring Enterprise in your hand like obtaining the world in your arm, information in it is not ridiculous one. We can say that no guide that offer you world within ten or fifteen tiny right but this reserve already do that. So , this really is good reading book. Hey there Mr. and Mrs. hectic do you still doubt this?

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