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4.0 out of 5 stars Discovery-Driven Growth: A Breakthrough Process To Reduce Risk and Seize Opportunity. Reviewed in the United States on June 1, 2009. Verified Purchase. Initially, Discovery-Driven Growth was a little disappointing. The underlying premise was not new ground, but basically a reverse-engineering process for developing new growth ...

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Title: Discovery-Driven Growth: A Breakthrough Process to Reduce Risk and Seize Opportunity; Author(s): Release date: June 2010; Publisher(s): Harvard Business Review; ISBN: None

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Many companies have become risk-averse. Others need to dig their way out of a downturn. Growth is even more elusive than before - yet more necessary than ever.

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