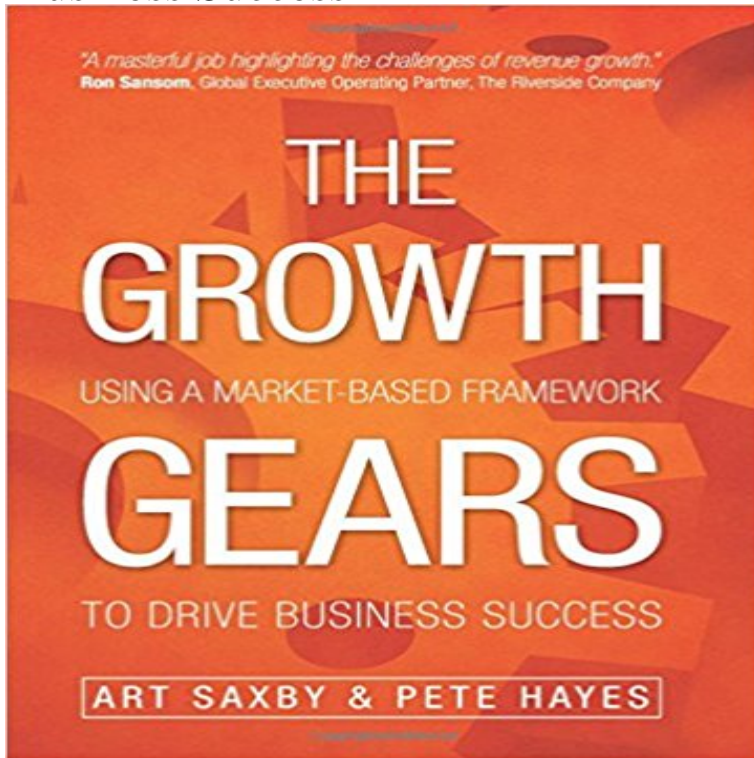


The Growth Gears: Using A Market-Based Framework To Drive Business Success



WHY DO THE BEST RUN COMPANIES OFTEN HAVE THE HARDEST TIME GROWING? Are you running a highly successful company that just doesn't seem to be growing? You may be so operationally focused that you've ignored one of the most important aspects of an expanding business—working from a market-based perspective. In *The Growth Gears*, Art Saxby and Pete Hayes share their linear method of transforming into a market-focused organization. This book provides a simple framework as well as tools and action steps for identifying and adding these "gears" to give your company a set of repeatable behaviors and processes to fully capitalize on your market potential. Pete and Art bring their years of executive marketing experience, and their years of building a national management consulting firm, to lead you from insight to strategy to execution. In these pages, you will learn how to:

- Determine if your business is operationally oriented or market oriented
- Identify opportunities for business growth
- Understand why marketing execution is sometimes not effective
- Assure ongoing market relevance
- Increase the returns on your marketing programs
- Align your organization and your employees behind your market-focused initiatives to lead your organization to new levels of growth!

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