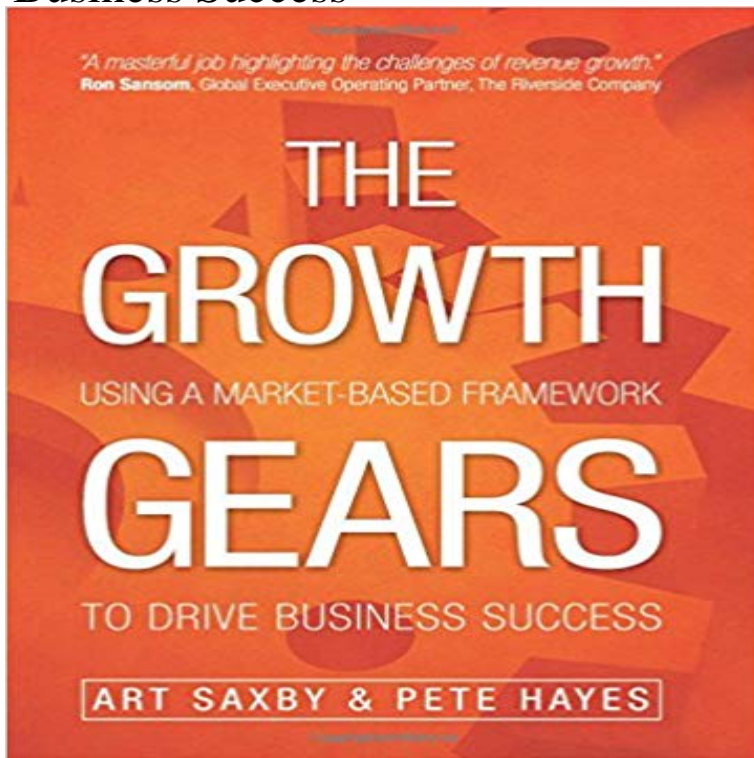


# The Growth Gears: Using A Market-Based Framework To Drive Business Success



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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