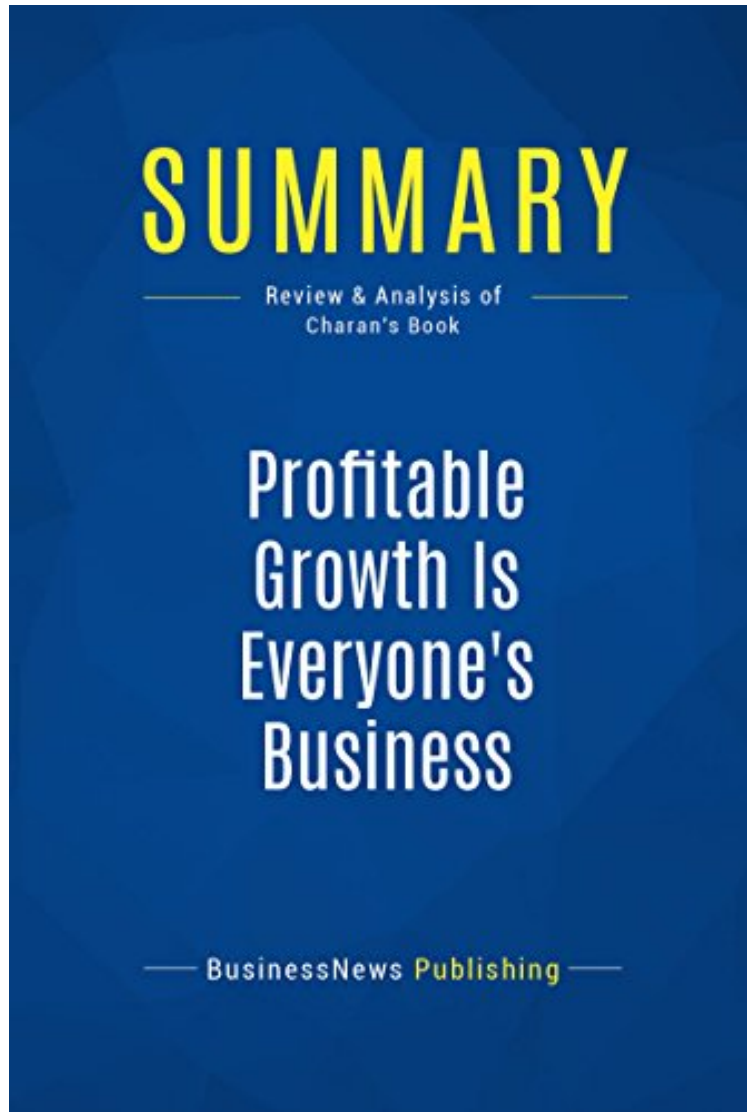


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Monday Morning". This complete summary of the ideas from Ram Charan's book "Profitable Growth Is Everyone's Business" argues that, while breakthrough technologies and new business models get all the good press, often the combined effect of a number of smaller growth initiatives can be far greater. In his book, the author reveals that the key to making these small changes happen is to engage everyone in the organisation in the quest, rather than just the senior management. This summary explains 10 different tools for profitable revenue growth that you can adapt and implement to boost your company's performance. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "Profitable Growth Is Everyone's Business" and discover how you can boost profits by including the whole company in the process.