

The Alchemy Of Growth Kickstarting And Sustaining Growth In Your Company

Reviewing **The Alchemy Of Growth Kickstarting And Sustaining Growth In Your Company**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is truly astonishing. Within the pages of "**The Alchemy Of Growth Kickstarting And Sustaining Growth In Your Company**," an enthralling opus penned by a highly acclaimed wordsmith, readers embark on an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve into the book's central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

Autonomic Computing Richard Murch 2004 This book introduces Autonomic Computing. This concept is a cornerstone of IBM's strategic initiative, and it offers great promise because autonomic computing systems have the ability to manage themselves and dynamically adapt to change in accordance with evolving or dynamic business policies and objectives. The term "autonomic" comes from the autonomic nervous system, which controls many organs and muscles in the human body. These systems can perform management activities based on situations they observe or sense in the IT environment. Rather than IT professionals initiating management activities, the system observes something about itself and acts accordingly. This allows the IT professional to focus on high-value tasks while the technology manages the more mundane operations. This book explains how this can be made to happen and the changes that need to be made to make it happen.

Smart Growth Whitney Johnson 2022-01-11 A Wall Street Journal bestseller Named one of 10 Best New Management Books for 2022 by Thinkers50 Creating a culture of learning and growth. Growth is the goal. Helping people develop their potential—enabling them to articulate and become the self they want to be, are capable of being, and that best

serves them and others in the short and long term—is what we as individuals and leaders strive toward. But how do we grow? It turns out it happens in a predictable way, which means we can understand where we are in our growth and chart a way forward. In this compact, complete guide, Whitney Johnson dives more deeply than ever into the S Curve of Learning so that you can envision how growth happens and direct yourself and others in your organization to create a culture that fosters it. The growth and learning journey comes in three phases: the Launch Point, the Sweet Spot, and Mastery. Compelling examples of successful people will show you when and why growth is slow, how to keep going, what to do when growth and learning are almost too fast to keep up with, and how to leap from one growth journey to another. As individuals grow, so do organizations and societies. Growth is learning put into action—action that better the world as we better ourselves and our small niches, both personal and professional, within it. Growth occurs when learning is internalized—when we try something new and invest the effort to move it from being something we do to something we are.

The Curve Ahead Dave Power 2014-07-29 Why do most growth companies stop growing? And what can their leaders do to overcome the barriers to growth? *The Curve Ahead* tackles these questions, filling a

void in the literature on innovation and growth strategy that has focused on either start-ups or large public companies. Growth companies are different. Their challenge is to transition from entrepreneurial focus to a repeatable process for innovation and sustained growth - and the stakes are high. The Curve Ahead utilizes the power of storytelling to teach growth company leaders how to sustain long-term growth. Using the example of a "gazelle," a high-growth company that is increasing revenue by at least 20% annually for four years or more, this book explores the struggles faced during business growth - something that plagues many businesses. These mid-size companies, typically with annual revenues of \$10 million to \$100 million, are the engines of economic growth and wealth creation. Tragically, most fall behind the curve before they reach their potential and are sold by investors too ready to throw in the towel. This book doesn't just lay out a fresh approach to innovation and growth strategy. It also helps professionals and business leaders avoid common pitfalls by illustrating the various ways in which growth companies get stuck and flame out. Author Dave Power then tells leaders how to get unstuck. In addition to a myriad of real-world stories and case studies, each chapter of The Curve Ahead begins with the story of a fictional company called NaviMark. Navimark is emblematic of many growth companies—it faces the same business problems, personal challenges and strategic dilemmas encountered by Power in his 25 years managing, investing in and advising growth companies. Following Navimark throughout the book allows Power to provide a highly complex model of typical struggles and scenarios faced by growth companies and deliver that story to his readers in an extremely edifying, play-by-play manner. The strategy allows readers to follow along—observing, in real time, the way that Navimark evolves, and responds (correctly or incorrectly) to external obstacles and demands. This practical and fast-paced book uses realistic characters, dialogue, and business settings to:

- Help readers anticipate the predictable challenges of business model maturity.
- Demonstrate proven tools and approaches for overcoming the barriers to growth.
- Translate abstract concepts about innovation into actionable programs that can become a part of the rhythm of the business. This book will help

thousands of mid-sized companies overcome the growth hump by providing the tools necessary to not only succeed but thrive in the future. The Curve Ahead provides a roadmap for leaders who want to sustain growth over the long term. This roadmap is based on five premises: 1. Every business model matures, following the familiar S-Curve. 2. You can and must stretch the S-Curve, but that won't work forever. 3. To sustain growth you need to find the next S-Curve 4. Finding your next S-Curve, with some predictability, requires an innovation process, something every company should have in place. 5. Driving innovation while keeping the core business healthy is the responsibility of leaders.

Leading Your Business to the Next Level Rodney Page 2005-08-30

Companies that have survived the perils of startup face an entirely new and different set of challenges as the firm prospers and grows. For owners, executives, managers, and employees alike, the evolution of an enterprise from entrepreneurship to maturity is arduous and requires a talent for managing constant change, both in the marketplace and in the company itself. Setting your company on a trajectory of profitable growth—and getting past that crucial break—even point—requires fundamentally different strategies, skills, and techniques from what worked in startup mode. Any forewarning puts entrepreneurial leaders ahead in coping with the obstacles over the next hill. Leading Your Business to the Next Level provides that forewarning and offers practical management approaches that will make the growth journey less hazardous and more rewarding. Drawing from the authors' combined 70+ years of experience working in and consulting to high-growth organizations, the book provides a toolkit for navigating the transition from the chaos, intensity, and informality of the startup to the relative order of the more established firm. Through illustrative case examples and interactive elements, including checklists and diagnostics, they demonstrate how mastery of six core disciplines is the key to achieving and sustaining profitable growth: * enhancing customer loyalty; * dynamic planning and budgeting; * executing the business plan; * maximizing leadership effectiveness; * changing the emphasis from sales/revenue to margin/profit; * positioning human resource

management as a strategic asset. In an environment where over 50% of small businesses fail in the first year and 95% within five years, *Leading Your Business to the Next Level* will help you and your organization make the critical transition from startup to mature and growing business.

Army of Entrepreneurs Jennifer Prosek 2011 Helps business leaders train and motivate their employees, instilling them with the skills and confidence they need and ensuring that the company excels into the future.

Every Business Is a Growth Business Ram Charan 2000-04-04 What's the number one item on every company's agenda? Profitable Growth.

Every Business Is a Growth Business is your one-stop guide to making profitable growth happen. It's a radical and refreshing source of ideas, inspiration, and common sense, all based on the unparalleled experience and access of Ram Charan and Noel Tichy. Charan and Tichy have worked with some of the world's leading executives--people such as Jack Welch of GE, Eckhard Pfeiffer of Compaq, Larry Bossidy of Allied Signal, John Reed of Citigroup, Dick Brown of Cable & Wireless, Alex Trotman and Jacques Nasser of Ford, and the senior management of Coca-Cola--who have transformed their companies into profitable growth machines. Every Business Is a Growth Business is a distillation of what the authors and these unique leaders have learned about profitable growth: If your business isn't growing sustainably and profitably, it's dying. Any business can grow profitably. There is no such thing as a mature business. A company grows because growth is in the corporate mindset, created by the company's leaders. The mindset of growth starts at the top, but it must reach all the way to the bottom. Sustainable growth is profitable and capital-efficient. "Broadening your pond," changing your company's genetic code, developing a growth strategy from the outside in, and other unique ideas. Every Business Is a Growth Business includes inside accounts of how GE Medical, Allied Signal, Compaq, Citibank, Reynolds and Reynolds, Praxair, and GE Capital developed profitable growth strategies. It includes "The Handbook for Growth," a highly practical guide that will be an immense help as you and your team develop your

company's profitable growth strategy.

Profit Or Growth? Bala Chakravarthy 2008 The author provides tools and a framework for successfully sustaining profitable growth. Focusing on the execution of renewal strategies, he examines the characteristics of the entrepreneur-manager, explains how to locate a suitable organizational home for the project, and presents ways to create support for its implementation.

Urban Transport in the Developing World Harry T. Dimitriou 2011-01-01 Policy-making for urban transport and planning of economies in the developing world present major challenges for countries facing rapid urbanisation and rampant motorisation, alongside growing commitments to sustainability. These challenges include: coping with financial deficits, providing for the poor, dealing meaningfully with global warming and energy shortages, addressing traffic congestion and related land use issues, adopting green technologies and adjusting equitably to the impacts of globalisation. This book presents a contemporary analysis of these challenges and new workable responses to the urban transport problems they spawn.

Value McKinsey & Company Inc. 2010-10-26 An accessible guide to the essential issues of corporate finance While you can find numerous books focused on the topic of corporate finance, few offer the type of information managers need to help them make important decisions day in and day out. Value explores the core of corporate finance without getting bogged down in numbers and is intended to give managers an accessible guide to both the foundations and applications of corporate finance. Filled with in-depth insights from experts at McKinsey & Company, this reliable resource takes a much more qualitative approach to what the authors consider a lost art. Discusses the four foundational principles of corporate finance Effectively applies the theory of value creation to our economy Examines ways to maintain and grow value through mergers, acquisitions, and portfolio management Addresses how to ensure your company has the right governance, performance measurement, and internal discussions to encourage value-creating decisions A perfect companion to the Fifth Edition of Valuation, this book

will put the various issues associated with corporate finance in perspective.

E-Business Tobias Kollmann 2019-04-16 Tobias Kollmann beschreibt in seinem Lehrbuch „E-Business“ umfassend die theoretischen Grundlagen und praxisbezogenen Implikationen für das Einkaufs-, Verkaufs-, Handels-, Kontakt- und Kooperationsmanagement auf Basis elektronischer Netzwerke. Dabei werden die Grundbausteine Systemlösungen, Prozesse, Management, Marketing und Implementierung konsequent für die zugehörigen Online-Plattformen erklärt, wobei die Besonderheiten der elektronischen Handelsebene Berücksichtigung finden. Die Darstellungen basieren dabei sowohl auf betriebswirtschaftlichen als auch technischen Gesichtspunkten, womit die gesamte Bandbreite des E-Business abgedeckt wird. Neu in der 7. Auflage In der 7. Auflage wurden alle Kapitel überarbeitet und aktuelle Entwicklungen wie z.B. Digital Leadership, Blockchain, Künstliche Intelligenz, DSGVO, Cognitive Sourcing, Dropshipping, Dynamic Pricing, Influencer Marketing, Predictive Analytics, Kryptowährungen, Edge Computing, Smart Contracts u.v.m. einbezogen. Aktuelle Praxisbeispiele sowie neue Klausur- und Übungsaufgaben wurden aufgenommen.

2022-11-28 “... ..?” 2007, 15... .. (INET) ‘... ..’ 2022

The British National Bibliography Arthur James Wells 2000

ASTRA, on becoming pride of nation (Ed. Bahasa Inggris) Yakub Liman 2017-11-17 The vast enterprise known as ‘Astra’ has now entered

its sixth decade. From the earnest and precise efforts of a young William Soeryadjaya to capture business opportunities, Astra has incredibly developed into a Company that deserves to be known as a ‘pride of the nation’. Behind the challenging journey of Astra to continuously stand as the pride of the nation are the core values and modern management which go hand in hand to produce excellence – the theme of this book. It is exemplified in the Latin phrase per aspera ad astra, ‘Reach for the stars through diligence.’

IDEaLs (Innovation and Design as Leadership) Joseph Press 2021-08-16 Inspired by the actual transformation journeys of multinational companies, IDEaLs explores how re-framing our traditional theories reveals a more integrated approach to engaging people for systemic change.

Socioeconomic Evaluation of Megaprojects Markku Lehtonen 2016-11-22 The governance and evaluation of ‘megaprojects’ – that is, large-scale, complex, high-stakes infrastructure projects usually commissioned by governments and delivered through partnerships between public and private organisations – is receiving increased attention. However, megaproject evaluation has hitherto largely adopted a linear-rationalist perspective to explain the frequent failure of such projects to meet the ‘iron triangle’ of performance criteria: delivering on time, within budget, and according to specifications. This approach recommends greater control and accountability to remedy megaproject ‘pathologies’. Drawing on empirical examples mainly from the transport sector and radioactive waste disposal, this book offers new perspectives to megaproject evaluation. Comprising contributions from leading experts in project evaluation and appraisal, this collection opens up new avenues by suggesting two ways of improving megaproject evaluation: 1) approaches that go beyond the dominant linearrationalist notion of policy processes, and emphasise instead the objective of opening up appraisal processes in order to enhance learning and reflexivity; and 2) approaches that extend evaluative criteria beyond the ‘iron triangle’, to cover the various socioeconomic impacts and preconditions for project success. This volume will be of great relevance to scholars and practitioners with an

interest in megaprojects, energy and climate policy, radioactive waste management, urban design, and project planning and management.

Kommunikation von Unternehmertum Helmut Schönenberger 2006-08-31 Helmut Schönenberger untersucht das Wissen über die Vermittlung unternehmerischen Handelns und präsentiert Empfehlungen für die Kommunikation von Unternehmertum in universitären Innovationsnetzwerken. Die Umsetzung seiner Handlungsempfehlungen wird exemplarisch anhand der operativen Tätigkeiten der UnternehmerTUM GmbH, dem Zentrum für Unternehmertum an der Technischen Universität München, verdeutlicht.

Tourism SMEs, Service Quality, and Destination Competitiveness E. Jones and C. Haven 2005 This book focuses in on the dominant role of SMEs (small and medium-sized enterprises) in the tourism and hospitality industry. It explores their impact on consumer perceptions of a destination, drawing on examples of small hotels, guesthouses, cafes and restaurants. It also highlights the challenges faced by SMEs to promote destination business growth - with discussion of competitiveness, quality and standards. With its entity-relationship model of a destination, this edited collection of international papers fully explores the dynamics SMEs. Case studies from around the world also puts SMEs research into a global context.

For God, Country, and Coca-Cola Mark Pendergrast 2000-03-17 An illustrated history of the Coca-Cola soft drink company.

Digital Information Strategies David Baker 2015-12-10 Digital Information Strategies: From Applications and Content to Libraries and People provides a summary and summation of key themes, advances, and trends in all aspects of digital information at the present time. This helpful resource explores the impact of developing technologies on the information world. Written from an international perspective, the book emphasizes key current topics and future developments. The publication is based on a dynamic set of contents that respond to, and anticipate, what is happening—and what may well happen—in the field of digital information. Presents a comprehensive overview of the major aspects of contemporary digital information provision Serves as a useful reference

work for the subject area Features input written from an international perspective Explores the impact of developing technologies on the information world, emphasizing key, current topics and future developments

Market Research Handbook ESOMAR 2008-04-30 The fifth edition of what was formerly know as The ESOMAR Handbook of Market and Opinion Research has been completely revised to reflect the latest approaches in the rapidly changing world of professional market research. The new Handbook stands out from earlier editions by explaining the latest research techniques and methodologies within a contemporary business context. Yet it remains an invaluable and practical day to day reference work for the modern market researcher. Truly international in outlook and approach, the Handbook combines contributions from over 40 research thought leaders and specialists from across the world including the UK, US, Europe, Australia and S.E.Asia. "The editors and authors make an overdue contribution to bridging the Theory-Practice divide. Their client perspective will delight, inform and inspire market research specialists and users alike." —Prof. Seán Meehan (Switzerland), Martin Hilti Professor of Marketing and Change Management, IMD - International Institute for Management Development

The Origin of Wealth Eric D. Beinhocker 2006 Beinhocker has written this work in order to introduce a broad audience to what he believes is a revolutionary new paradigm in economics and its implications for our understanding of the creation of wealth. He describes how the growing field of complexity theory allows for evolutionary understanding of wealth creation, in which business designs co-evolve with the evolution of technologies and organizational innovations. In addition to giving his audience a tour of this field of complexity economics, he discusses its implications for real-world issues of business.

Business and Dynamic Change Keith D. Swenson 2019-10-23 The chapters in this book are contributed by visionaries who see the need for business leaders to define their organizations to be agile and robust in the face of external changes. The goal is to build something knowing that

it will be changed; so that you have no need to go back to the metaphorical drawing board for every market condition change. In his Foreword, Keith Swenson asks you, "Consider what it means to say that the business will adapt in the face of external changes. The business architecture is not simply a model that specifies how to run the business for now and the next few years. The people making the architecture cannot know the pressures that will be faced. Instead, it must support leaders and executives within the organization to make consistently good decisions on how to adapt their practices. The architecture is not a plan that anticipates all the decisions; instead it embodies a set of core guiding principles that enable decision-making." Understand that the term "business" used this way is not limited to for-profit enterprises but includes all forms of organizations that have a strategic need to accomplish goals. Pragmatically speaking, business architecture is the conceptual understanding that people have on why particular choices were made in forming the organization in a particular way. This book will help you understand your options and how to relate them to your own organization.

Leadership Principles for Project Success Thomas Juli 2010-08-25 This book is about project success and the secret to achieving this success, effective project leadership. Filled with samples, templates, and guidelines, it covers the five principles of effective project leadership: building vision, nurturing collaboration, promoting performance, cultivating learning, and ensuring results. Using nontechnical language, this practical guide explains how to integrate these principles into daily work to help you effectively set up, manage, and align your projects for success. Praise for: ... a great leadership book with five sound leadership principles. ... any project manager or leader would benefit from this book. ... filled with common sense suggestions on how to start new projects using the five principles and what to do to bring troubled projects back into alignment. —Patrick S. Durkin, Retired U.S. Army Lieutenant Colonel in PM World Today, December 2010, Vol. XII, Issue XII I love this book. ... fun and interesting to read ...on my short list of recommended readings and references for an effective leader's toolbox.

—Neal Whitten, PMP, Best Selling Project Management Author ... a great resource for not only projects, but for success in life in general. —Lee Cockerell, Former Executive V.P., Walt Disney World Resort ... an essential step-by-step reference for the professional project manager. —Robert Urwiler, CIO, Vail Resorts Inc. Thomas Juli has drawn on his substantial experience in project management to show the way to success. —Murray Weidenbaum, Former Chairman of the Council of Economic Advisers under President Ronald Reagan ... contains many helpful suggestions for creating 'Wow Projects': i.e. projects that surprise and delight their clients. —Stephen Denning, Author of The Leader's Guide to Radical Management and The Secret Language of Leadership ... provides an excellent range of tools and advice to elevate your project role from manager to leader. —Peter Taylor, Accomplished Leader, Professional Speaker, and Author of The Lazy Project Manager ... provides the reader with solid leadership concepts that are supported with a clear understanding of how to apply them specifically in the project environment. —Michael O'Brochta, PMP, President, Zoser, Inc., Former Senior Project Manager at the CIA, Thought Leader, Author, Lecturer, and Trainer ... practical examples and templates enhance the quality of this exceptional book. —Ginger Levin, Ph.D., PMP, PgMP, Project Management Consultant, and Lecturer, University of Wisconsin-Platteville

Проблемы эффективного управления стоимостью

ресурсоемких предприятий Екатерина Кашина 2019-06-27 В

рамках стоимостного подхода эффективность предприятия оценивается по ключевым показателям деятельности, при этом учитываются критерии достоверности и применимости. Преимущество изложенной стратегии финансирования заключается в более дешевой стоимости заемных средств. Исследован ряд актуальных вопросов экономики, стимулирующих к поиску решений существующих в условиях современной России проблем. Предназначена широкой экономической общественности.

McKinsey & Company 2001

Strategic Planning for Regional Development in the UK Harry T.

Dimitriou 2007-08-07 With contributions from leading academics and practitioners, Strategic Planning for Regional Development in the UK is the most up-to-date treatment of a fast-changing subject. The book discusses: The evolution of regional planning in the UK and the strategic thinking involved The spatial implications of regional economic development policies The methods and techniques needed for the implementation of strategic planning for regional development How strategic planning for regional development is currently put into practice in three UK regions with different priorities. Strategic Planning for Regional Development in the UK is essential reading for students and academics working within strategic and regional planning and provides policy makers and practitioners with a comprehensive and thought provoking introduction to this critically important emerging field.

Corporate Finance 1999

The Alchemy of Growth Mehrdad Baghai 2000-06-30 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.

Accounting & Business 2001

Asian Business 1999

Consultants News 1999

Indian National Bibliography B. S. Kesavan 2000

La Dinámica de las 4 Aes Luis Hernández Alburquerque 2017-01-16
The Alchemy of Growth Mehrdad Baghai 2000-01 Growth is the number one strategic concern of virtually every company and executive today. Following the recent years of heavy cost-cutting, companies everywhere are now lean and mean, and desperate for growth. Based upon a major study of 40 of the world's greatest growth companies of recent times (including Disney, Bertelsmann, Gillette, Lotus, Coca-Cola, Nokia) by the world's leading management consultancy, McKinsey & Co, this book provides the most powerful and practical methodology for growth and profitability so far. In examining these leading growth companies, and finding out how they approach and (more important) implement their growth strategies, the authors have discovered that high growth is achieved not by bold leaps but by a series of measured steps. Each of these successful companies share a distinctive pattern in their growth strategy in the form of a 'staircase' of manageable steps. Few if any single steps are dramatic - but when linked together as a staircase of sequential growth, the results are dramatic. This book contains detailed case studies of the main growth companies, and extracts from them the key lessons and methods for corporate growth in today's complex
Developing Innovative Organizations Benoît Gailly 2011-01-15 Dedicated to the captains and coaches of innovation, this book disucsses in depth the capabilities organizations must develop if they want to grow and compete in an innovation-intensive environment
Advances in Interdisciplinary European Entrepreneurship Research Michael Dowling 2005 This book presents a selection of the best papers from the second annual Interdisciplinary European Conference on Entrepreneurship Research (IECER), held at the University of Regensburg in February 2004. The papers in this book have several overarching themes. One theme concerns the success factors that affect high-growth entrepreneurial firms in general. A second group of papers looks at specific factors influencing entrepreneurial firms in particular countries, and another set focuses on new ventures in different industrial settings. A final group of papers focuses on the entrepreneur and his/her impact on firm development.

Strategic Thinking for the Next Economy Michael Cusumano 2001-05-24
From the acclaimed MIT Sloan Management Review comes a compendium of cutting-edge thinking about corporate strategy. Focusing on strategic imperatives of the new economy, leading thinkers in the field present their views in four general areas: strategy and value creation; flexibility in a volatile world; strategy making in uncertain times; and strategies for growth in fast-paced markets. Strategic Thinking for the New Economy shows that designing a successful strategy is a never-ending quest-and that effective strategic thinking is a process of continuously asking questions and thinking through issues in a creative way. The book's expert contributions include: * Sumantra Ghoshal, Christopher A. Bartlett, and Peter Moran on managers creating values * Henry Mintzberg and Joseph Lampel on the history of the strategy process * Arnoldo C. Hax and Dean L. Wilde II on adaptive management * Kathleen M. Eisenhardt on strategic decision making * Richard T. Pascale on treating organizations as complex adaptive systems * Eric D. Beinhocker on lessons learned from complexity theory and evolution * Peter J. Williamson on creating a portfolio of options for the future * Gary Hamel on strategy innovation and the quest for value * W. Chan Kim and Renee Mauborgne on expanding markets * Constantinos C. Markides on dynamic strategy * C. K. Prahalad and Jan P. Oosterveld on transforming internal governance * Georg von Krogh and Michael A. Cusumano on managing for fast growth The Editors
Michael A. Cusumano is the Sloan Management Review Distinguished Professor at MIT's Sloan School of Management and a noted competitive strategy specialist. Constantinos C. Markides is professor of strategic and international management and chairman of the strategy department at the London Business School.

The Director 1999

Mega Transport Infrastructure Planning Sandro Fabbro 2015-09-10
Based on the work of Poly5, or the Mediterranean Corridor, mega-transport infrastructure project, this ground-breaking reference explains how and why traditional top-down government-defined transport planning policies are failing, due to their tendency to eschew

acknowledgement of profoundly multifarious local and regional issues. The authors use cognitive reports from the Mediterranean Corridor experience as a learning platform, unpacking the tangled sources of the challenges faced to find firm ground from which to embark upon future projects. They propose the replacement of the current fragmented and unbalanced implementation efforts across various territories with a bottom-up, holistic, inclusive approach in which individual territories and regions have buy-in from the outset, a chance to bring their strengths to bear on the broader infrastructural planning, an ongoing communication channel to report and tackle difficulties and clear, strategic directives to drive sustainable future growth of environmentally desirable and practical mega-transport systems.

Indian Review of Books 2000

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