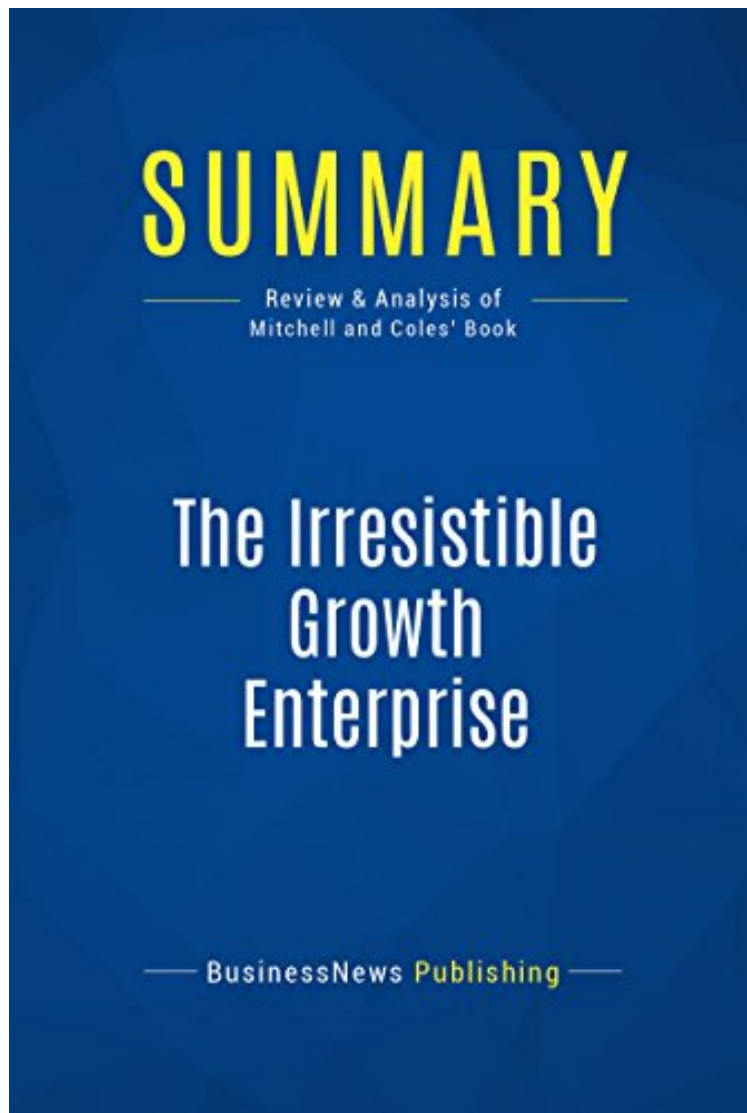


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The must-read summary of Donald Mitchell and Carol Coles' book: "The Irresistible Growth Enterprise: Breakthrough Gains from Unstoppable Change". This complete summary of the ideas from Donald Mitchell and Carol Coles' book "The Irresistible Growth Enterprise" shows that irresistible forces arise from time to time that permanently alter the general business climate. The usual corporate reaction to the arrival of these forces is to fight them and preserve the status quo. In marked contrast, smart organizations change their business strategies to harness those external forces and generate quantum leaps in corporate performance. In their book, the authors explain how you can successfully exploit these forces using a two-stage process. This summary will teach you how to implement these processes and take the future of your company into your own hands. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your business knowledge** To learn more, read "The Irresistible Growth Enterprise" and discover the key to converting irresistible forces into powerful allies.