

The Breakthrough Company How Everyday Companies Become Extraordinary Performers Keith R Mcfarland

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In *The Breakthrough Company*, technology CEO and Fortune 500 consultant Keith McFarland draws upon an extensive empirical study to reveal exactly how everyday companies become extraordinary, showing that breakthrough success is associated with a clearly identifiable set of strategies and skills that anyone in any business can emulate—from small startup to industry leader.

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The must-read summary of Keith McFarland's book: "The Breakthrough Company: How Everyday Companies Become Extraordinary Performers". This complete summary of the ideas from Keith McFarland's book "The Breakthrough Company" shows how only a few companies break through to become truly big - most markets are controlled by three or four big players.

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On January 15, 2008, Random House/Crown released Keith McFarland's long awaited new book *The Breakthrough Company: How Everyday Companies Achieve Extraordinary Results*. Based on his five-year study of more than 7,000 companies, the book explodes popular myths about what it takes to drive sustained growth and profitability.

The Breakthrough Company - Keith McFarland

The Breakthrough Company: How Everyday Companies become Extraordinary Performers by Keith McFarland McFarland is a consultant that spent considerable time researching 7,000 growth companies that made up a database from Dun & Bradstreet.

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The Breakthrough Company by McFarland, Keith R. (ebook)

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The Breakthrough Company by Keith R. McFarland ...

In *The Breakthrough Company*, author Keith R. McFarland explores how businesses transition from ordinary to extraordinary. An endorsement on the book's dust jacket, "Good to Great for those small enough to think big," accurately sums up of the book.

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The Breakthrough Company on Apple Books

Company: COVID-19 trial drug a breakthrough. Kaye Flitney is one of 75 people enrolled in the clinical trial. (BBC) ... Patients were two to three times more likely to recover to the point where everyday activities were not compromised by their illness, Synairgen claims.

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