

# The Momentum Effect: How To Ignite Exceptional Growth - J.c. Larreche

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This is the eBook version of the printed book Delivering consistent, profitable growth is the #1 non-negotiable imperative facing today's business leaders. Many firms struggle to meet it. Only a rare few consistently achieve it. How do they do it? The answer lies in a tremendously potent but little-understood force: momentum. Momentum feeds on itself: if nurtured properly, it accumulates even more power from its own success, creating new value with unparalleled efficiency. In *The Momentum Effect*, INSEAD's Jean-Claude Larrech reveals exactly how to build and preserve business momentum, and use it to deliver growth that gets you noticed, year after year after year. Larrech begins by demonstrating the powerful, hidden role of momentum in value creation and why it's more important than innovation, marketing excellence, or even customer focus. Next, one at a time he introduces eight tightly linked "building blocks" of momentum strategy. You'll learn through dozens of case studies: surprising new insights into familiar companies like IBM and Toyota, as well as remarkable, under-recognized leaders like Rentokil and First Direct. Last but not least, Larrech demonstrates how to build the unique leadership competencies needed to implement and sustain a winning momentum strategy: not just for years, but for decades.

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