



## Defy Gravity: Propel Your Business to High Velocity Growth

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By Rebel Brown

Greenleaf Book Group LLC. Hardback. Book Condition: new. BRAND NEW, Defy Gravity: Propel Your Business to High Velocity Growth, Rebel Brown, Cutting through phrases like 'It's our biggest seller' and 'They're our best customer' growth expert Rebel Brown helps managers and leaders shed the weight and drag that are holding their companies back. The book offers a unique, nimble approach to market analysis and strategy. Rebel guides readers step-by-step through the process of defining their value in terms of market needs, assessing opportunities, and developing dynamic strategies perfectly suited to their market position and goals. She helps readers to: release their sources of gravity - status quo ways of thinking and doing that kill growth; find their fuel - the value that will drive growth; catch market lift - the opportunities that are ready and waiting for the value they provide; plan their go-to-market routes - by leveraging their previous market successes; and monitor their progress - to stay on the best possible course as markets evolve. Rebel doesn't just offer theory; she gives detailed instructions for how to execute using simple questions, guided exercises, and compelling case studies. With Rebel's instantly accessible advice, readers and their companies will "Defy...



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