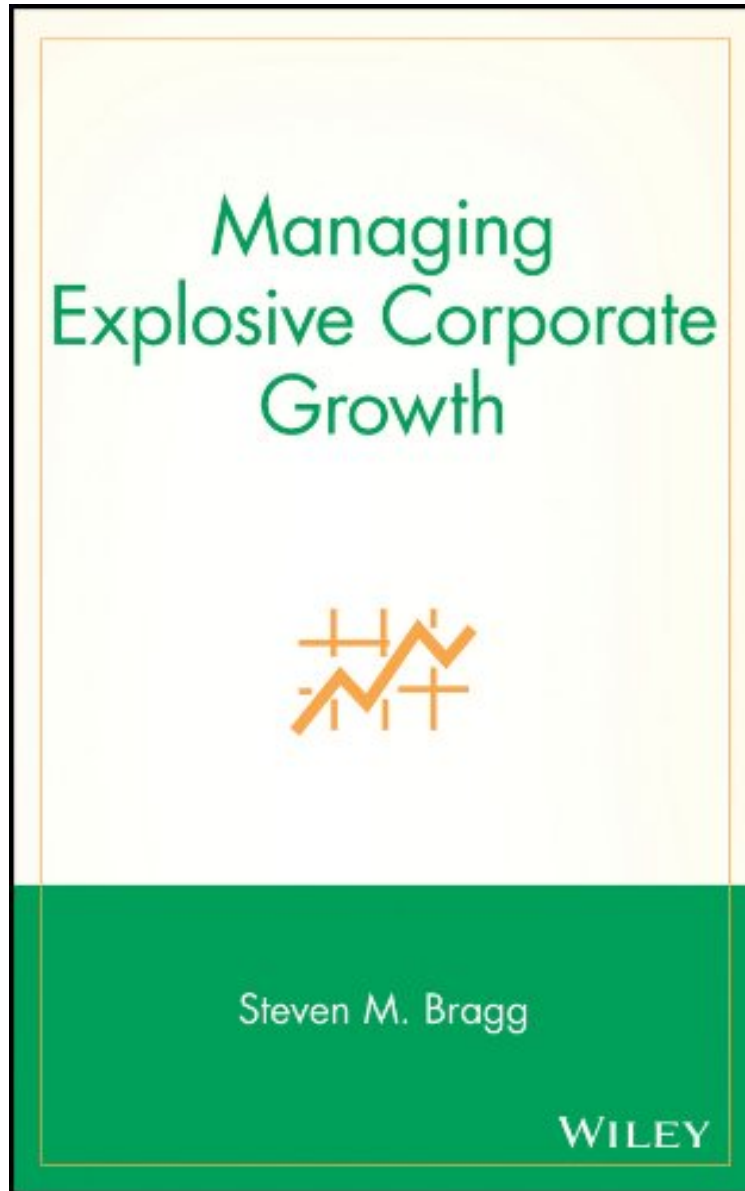


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Managing Explosive Corporate Growth

Steven M. Bragg

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Steven M. Bragg : Managing Explosive Corporate Growth before purchasing it in order to gage whether or not it would be worth my time, and all praised Managing Explosive Corporate Growth:

0 of 2 people found the following review helpful. All motherhood and apple pieBy A CustomerHere is what you need to know from this book: to grow quickly you have to have a great team that has experience growing quickly! Honestly, that is the main and only point. Don't waste your time or money on this one.0 of 0 people found the following review helpful. Not Bad, for a Business BookBy a readerI read business reports and books all the time for my work, and I am

familiar with the mom-and-apple-pie genre of business writing. This is not it. Bragg does mention bringing in experienced managers to help cope with fast growth (p. 54), but that is just one among a plethora of recommendations, most of which, if common-sensical, are not necessarily obvious. Indeed, I would say Bragg actually eschews "management-speak," as in the following discussion of beginning to delegate authority in a growing company. The parenthesis is his: ". . . managers should consult with their subordinates before completing their budgets. This is not because management has any need to "empower" employees (one of the more overused and suspect words in the business vocabulary), but because employees are the ones who are now routinely using budget information . . ." (p. 62). The book covers over a dozen distinct topics (as you can see in the Table of Contents, above), from cash management to outsourcing to distribution and manufacturing to human resources. At the very least it gives you a good framework for thinking about growth issues ("what am I neglecting?"), which, if you think about it, is really all even the best book can do. With all the terrible management/business books that do get written, it would be a shame to write off one like this, which can actually be of some use. Recommended. 2 of 3 people found the following review helpful. A Fine Commentary By A Customer This is an exceptional book! It covers the impact of fast growth on every single corporate function (even internal auditing, of all things), as well as budgeting, control systems, management, and (of course) cash flow. Am using it now as a guideline for running a small business.

As paradoxical as it sounds, one of the toughest problems facing many of today's most successful companies is success itself. Like living organisms, companies are complex networks of interdependent systems-and unless managers recognize and swiftly implement the changes to those systems required by a sudden surge in demand, a booming business can easily go bust under the strain. Recent history abounds with examples of companies whose overnight success led to morning-after failure because their managers, like most managers, lacked the training or experience needed to manage explosive growth. Yet, surprisingly, until recently there have been few expert guides devoted exclusively to this crucial change management issue. *Managing Explosive Corporate Growth* is a practical guide to piloting your company through periods of explosive growth with minimum damage and maximum sustainable profits. Author Steven Bragg explores the reasons why companies succeed or fail to adapt to explosive growth. He identifies the warning signs of impending explosions or declines in sales volume and zeroes in on the key growth issues specific to each functional area of the company-including accounting, auditing, IT, customer service, distribution, engineering, finance, HR, manufacturing, and sales and marketing. He also presents clear-cut guidelines on how to balance the demands of all organizational areas while guaranteeing customer satisfaction. In addition to proven strategies for planning, financing, and managing explosive growth, he provides you with valuable explosive growth management tools, including checklists of key explosive growth indicators; metrics and reporting systems for controlling cash flow; multi-option budgeting systems that address all growth levels; and reporting systems that help you monitor and control rapid expansion. *Managing Explosive Corporate Growth* is an indispensable working resource for corporate managers, internal auditors, and entrepreneurs. It will also be of considerable interest to institutional investors who would like to learn the latest techniques for tracking the performance of current or potential investments.

From the Inside Flap *Managing Explosive Corporate Growth* As paradoxical as it sounds, one of the toughest problems facing many of today's most successful companies is success itself. Like living organisms, companies are complex networks of interdependent systems-and unless managers recognize and swiftly implement the changes to those systems required by a sudden surge in demand, a booming business can easily go bust under the strain. Recent history abounds with examples of companies whose overnight success led to morning-after failure because their managers, like most managers, lacked the training or experience needed to manage explosive growth. Yet, surprisingly, until recently there have been few expert guides devoted exclusively to this crucial change management issue. *Managing Explosive Corporate Growth* is a practical guide to piloting your company through periods of explosive growth with minimum damage and maximum sustainable profits. Author Steven Bragg explores the reasons why companies succeed or fail to adapt to explosive growth. He identifies the warning signs of impending explosions or declines in sales volume and zeroes in on the key growth issues specific to each functional area of the company-including accounting, auditing, IT, customer service, distribution, engineering, finance, HR, manufacturing, and sales and marketing. He also presents clear-cut guidelines on how to balance the demands of all organizational areas while guaranteeing customer satisfaction. In addition to proven strategies for planning, financing, and managing explosive growth, he provides you with valuable explosive growth management tools, including checklists of key explosive growth indicators; metrics and reporting systems for controlling cash flow; multi-option budgeting systems that address all growth levels; and reporting systems that help you monitor and control rapid expansion. *Managing Explosive Corporate Growth* is an indispensable working resource for corporate managers, internal auditors, and entrepreneurs. It will also be of considerable interest to institutional investors who would like to learn the latest techniques for tracking the performance of current or potential investments. From the Back Cover As paradoxical as it sounds, one of the toughest problems facing many of today's most successful companies is success itself. Like living organisms, companies are complex networks of interdependent systems-and unless managers recognize and swiftly implement the

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About the Author STEVEN M. BRAGG, CPA, CMA, CIA, CDP, CSP, CPM, CPIM, has been the COO of Isolation Technologies, a consulting manager at Ernst Young LLP, and is currently the Controller of Intertech Plastics, Inc. He received an MA in finance from Bentley College and an MBA from Babson College. He is the author of *Just-in-Time Accounting* (Wiley), *Advanced Accounting Systems*, and *Outsourcing the Corporation*, and coauthor of *Controllership* and *The Controller's Function*, both from Wiley.