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The Second Curve

Ian Morrison

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Ian Morrison

The Second Curve Ian Morrison
"A REAL EYE OPENER . . . THE FUTURE IS GROWTH AND THAT GROWTH IS ON THE SECOND CURVE."
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In The Second Curve, Ian Morrison creates a revolutionary new business model that can be used no matter what the market upheaval. His theory is deceptively simple: you must ride the first curve--a company's traditional business carried out in a familiar corporate climate--to the all-important second curve. The second curve is the future--the new technologies, new consumers, and new markets that companies must command to survive and thrive.

In the many companies Morrison profiles, leaders have learned to master both the first and second curves, to anticipate the rate and pace of change, to know when and how to jump from the first curve to the second, and whether and when to play both. This book sets forth all the crucial strategies and explains how businesses can apply them to rapidly changing situations.

"In a highly readable manner, Ian Morrison has pinpointed the key strategic problems facing our company and many others. His broad-ranging examples and insightful analyses are relevant throughout our organization."
--Peter Bury, President and CEO
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