

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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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.

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The Breakthrough Company: How Everyday Companies Become ...

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. They studied 7,000 firms, spoke with 1,500 executives and reviewed and cataloged 5,600 documents to draw the

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