

HOW TO ACHIEVE EXCEPTIONAL AND SUSTAINABLE GROWTH...

The Momentum Effect by J.C Larreche, a professor at INSEAD, shows in a clear eight step process how companies can produce exceptional, sustainable, profitable growth – year after year.

He elegantly exposes this secret by helping us to *discover momentum, design momentum, execute momentum* and then finishes the jig-saw puzzle with *total momentum*.

Throughout the book he uses real life stories of *momentum powered firms* which are outstanding business successes, such as Virgin Atlantic, Toyota, IKEA and First Direct. This helps us to visualise the momentum flowing through these companies and provides a roadmap to reach exceptional growth.

The basis of *momentum powered firms* is their ability to be pioneers with their marketing behaviour – cutting their relative marketing spend, yet their relative revenue growth and earnings growth outstrips their competitors. The reward for marketing well is significant!

Following this, the book moves on to the source of this power – the customer. By unlocking this huge unlimited potential you can achieve superior growth and superior efficiency, enabling your organisation to leave the rest standing.

Discovering momentum is great, but what you need to do is design and execute it so that it suits your business and its customers. Without the typical over-kill of tables, facts and diagrams, the book uses enlightening examples of companies who have done it before and succeeded. It's like being stuck on a puzzle and somebody showing you how it's done – it becomes clear and easy.

The key chapters in this roadmap of discovery and execution lead from customer insight, to really understanding the values that drive human

“When you start a new business, you can't outspend your competitors, so you have to outsmart them by delivering better value to your customers. If you really succeed in doing so, then you can build a momentum that powers you ahead. The Momentum Effect shows you how to do it systematically, as a small new business or as a large established firm. Read this book and enjoy watching your competitors trail far in your wake.”

Richard Branson, Founder, Virgin Atlantic Airways

nature – how to harness and optimise this – to creating a traction that designs a *power offer* the customer finds impossible to resist.

To maximise this momentum the execution is vital, you want to capitalise on this and refine it. Make it irresistible, don't settle for customer satisfaction. You need to delight your customers with *vibrant satisfaction*. Once your customers have this they won't abscond to your competitors, they will be loyal – like atoms they will become highly charged, recommending your company to others and trying your new products without hesitation.

You now have a momentum that has been discovered, designed and executed and to make this a completed project you must apply momentum internally as well as externally. The book shows why this is so important in the never ending journey of *The Momentum Effect*.

Finally, the last chapter shows the *five steps to glory* and gives examples of leaders, from Sam Walton to Michael Dell to Steve Jobs, who have encapsulated all aspects of this powerful effect in their businesses.

If you want to really grow your business and succeed in making it the envy of your peers, read this book!

"This book has immense insight, the world would be a better place if all CEO's put this into practice. Constant customer-driven innovation always creates more value for shareholders, for customers and for society. Larreche not only proves it, but also shows how it generates its own inevitable momentum. He has codified the holy-grail of self-sustaining growth."

Alan Hughes, CEO, First Bank, 1999-2004

J.C. Larreche is a Professor at INSEAD, France, where he holds the Alfred H. Heineken Chair. He is a renowned consultant with leading global corporations, most of them listed in the global Fortune 500. Aged 35, he was appointed non-executive director of the multinational firm ReckittBenckiser and he kept that position for the exceptionally long tenure of 18 years.

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