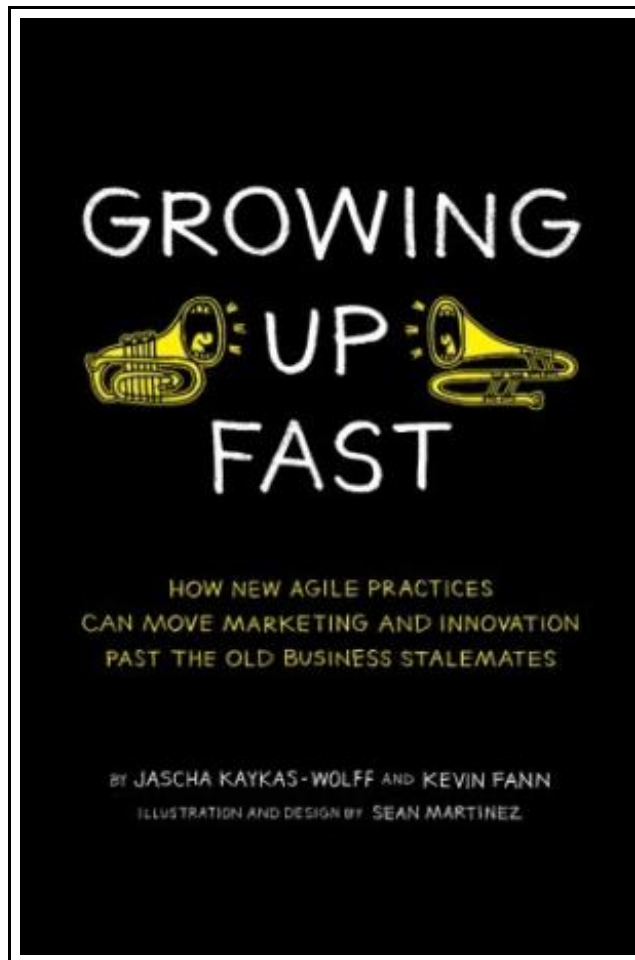


Growing Up Fast: How New Agile Practices Can Move Marketing and Innovation Past the Old Business Stalemates



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(Derick Brekke)

GROWING UP FAST: HOW NEW AGILE PRACTICES CAN MOVE MARKETING AND INNOVATION PAST THE OLD BUSINESS STALEMATES

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Marketing Iteration, United States, 2014. Paperback. Book Condition: New. Sean Martinez (illustrator). 203 x 133 mm. Language: English . Brand New Book ***** Print on Demand *****.Growing Up Fast is a practical book about how to implement an agile marketing process in modern business to create the necessary collaboration between marketing and innovation for business success. The first half of the book covers the philosophical underpinnings of complementary opposites in nature, human interaction, and the workplace. It surveys business management over the last 100 years and shows how we've come to the Agile Age, which is not about big ideas Mad Men-style, but lots of little ideas to test and try. The second half of the book discusses the mindsets and tools required for success in agile work, and examples are given throughout the text in the form of case studies on companies like Netflix, 3M, Microsoft, Domino's Pizza, and Dell Computer. The introduction and conclusion of the book set up the metaphor of the book's title, to personify the current impasse between big regulation government and total free market capitalism. Agile is posed as a third option between the Mom and Dad's battle between over-planning and wild speculation, concern for the future and obsession with what worked in the past-as both occupy our resources without agile process or priorities for the innovations we need going forward in society. Agile is portrayed as an inquisitive, experimental, brilliant child who still lives above the garage at her parents house-and it's time for her to move out. There are also plenty, plenty of high-level remarks out there about how businesses need to be agile - with very little insight about how. Hey, we should all be rich and good-looking too. But there have been few guides that...



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Createspace, United States, 2014. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book ***** Print on Demand *****.Rumpy is a dumb bunny. He eats poison ivy for breakfast and annoys...

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Broadman Holman Publishers, United States, 2013. Hardback. Book Condition: New. Cory Jones (illustrator). 231 x 178 mm. Language: English . Brand New Book. Oh sure, we ll all heard the story of Moses and the...

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HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

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Seaborough Enterprises Publishing, United States, 2015. Paperback. Book Condition: New. Initial ed.. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****. Hope for Autism: 10 Practical Solutions to Everyday...

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**Finding the Titanic**

Scholastic US, United States, 1999. Paperback. Book Condition: New. Ken Marshall (illustrator). 224 x 147 mm. Language: English . Brand New Book. With inspiring and educational stories, Scholastic's Hello Reader series caters to the

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Barron's Educational Series, United States, 2006. Paperback. Book Condition: New. Mary Collier (illustrator). 221 x 147 mm. Language: English . Brand New Book. This is volume five, Reading Level 1, in a comprehensive program

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