

# The Scaling Value Playbook

**A practical guide for creating innovation networks for impact and growth**



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## **WEITERE INFORMATIONEN UND BESTELLUNG**

<https://shop.lexisnexis.at/the-scaling-value-playbook-9783110789478.html>

## **Details**

### **Winner CMI Management Publication of the Year 2024 (SME Growth category)**

Learn how to scale your business or organization and overcome the challenges in moving innovation to scale.

*The Scaling Value Playbook* provides an overview of the challenges in moving innovation to scale, offering practical guidance on managing this process. It explores creating new ventures and discusses the road to realizing value at scale. It also provides a framework for developing and implementing a strategy for scaling up and scaling out of innovation, together with tools and templates to enable the reader to create a fit-for-purpose scaling strategy.

In an easily accessible and visually appealing way, De Gruyter playbooks offer practical concepts for improving business performance. They are an extremely valuable resource for a wide range of business professionals.

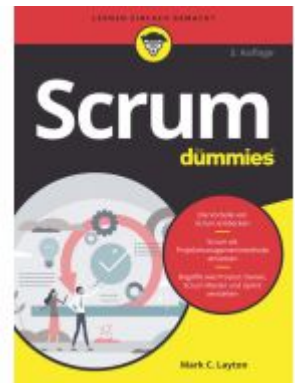
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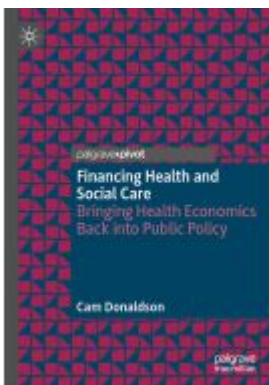
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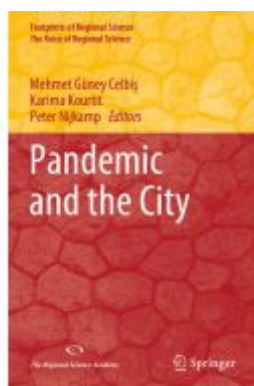
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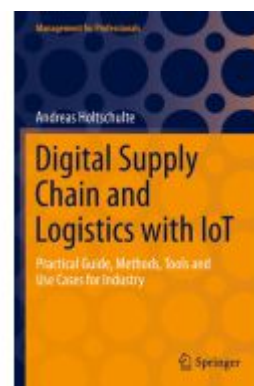
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