



# Summary: Getting Bigger by Growing Smaller - Joel Shulman: A New Growth Model for Corporate America

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**Complete summary of Joel Schuman's book: "Getting Bigger by Growing Smaller: A New Growth Model for Corporate America".**

This summary of the ideas from Joel Schuman's book "Getting Bigger by Growing Smaller" shows how today's companies need a smarter way to grow. It is no longer useful to focus on major investments or acquisitions - the best place to look for future growth is actually in small entrepreneurial initiatives and ideas which take advantage of the established firm's research and development capabilities. In his book, the author explains how new commercial entities called Strategic Entrepreneurial Units are needed in order to establish direction and take advantage of the corporation's access to capital, relationships and other infrastructure assets. This summary offers practical guidance for implementing SEUs and implementing a powerful new growth model.

#### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your knowledge

**To learn more, read "Getting Bigger by Growing Smaller" reveals the future key to success that can be found in small established corporations.**

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