

# Smart Growth: Building An Enduring Business By Managing The Risks Of Growth (Columbia Business School Publishing) By Edward D. Hess

By Edward D. Hess

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Grow or die is a belief that has no basis in His book Smart Growth: Building an Enduring Business by Managing the Risks of Growth was named a 2010 Top  
<http://bedtimesmagazine.com/2012/07/the-grow-or-die-lie-6-truths-about-building-an-enduring-company/>

He is the author of eleven books, including Smart Growth: Building an Enduring Business by Managing the Risks of Growth,  
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Professor Edward D. Hess is a Professor of Business Smart Growth: Building Enduring of Growth (Columbia Business School Publishing, <https://www.coursera.org/instructor/%7E10>)

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He is the author of Smart Growth: Building an Enduring Business by Managing the Risks of Growth (Columbia Business School Business Publishing cases <http://onlinelibrary.wiley.com/doi/10.1111/j.1745-6622.2010.00276.x/citedby>)

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world. He began his career at Atlantic Richfield Corporation and was a senior  
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<http://www.youtube.com/watch?v=0IZn6BESUpM>

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