



# **Summary : Marketbusters - Rita Mcgrath and Ian Macmillan: 40 Strategic Moves That Drive Exceptional Business Growth**

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**Complete summary of Rita McGrath and Ian MacMillan's book: "Marketbusters: 40 Strategic Moves that Drive Exceptional Business Growth".**

This summary of the ideas from Rita McGrath and Ian MacMillan's book "Marketbusters" explains how a "marketbuster" is defined as a powerful strategic move that alters the competitive landscape in such a way that it puts your company on the road to high long-term growth. In their book, the authors present their research into the moves and present 5 approaches that will lead to marketbusters. This summary provides the reader with key business tools to create a future winning strategy.

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

- Save time
- Understand key concepts
- Expand your knowledge

**To learn more, read "Marketbusters" and find out how you can develop your strategy to include move that will change your position in the game forever.**

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