



# Modelling the Growth of Corporations: Applications for Managerial Techniques and Portfolio Analysis

*J. Solvay, M. Sanglier, P. Brenton*

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This book demonstrates to managers and investment analysts the value of analysing the long-run growth processes of corporations. The authors develop an approach for analysing and modelling the productivity growth of individual corporations and show the importance of corporate culture in determining firm performance in the long-run. The model is explained in clear and non-technical terms, and is backed up by full mathematical proofs in an appendix. The authors use their diversity of experience from the business, academic and policy sectors to demonstrate a range of applications for their model. By applying the ideas of complexity and self-organisation to the modern corporation, this book provides an alternative to the standard economic approach to corporate growth.

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