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Title: Discovery-Driven Growth: A Breakthrough Process to Reduce Risk and Seize Opportunity; Author(s): Release date: June 2010; Publisher(s): Harvard Business Review; ISBN: None

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## **Discovery-driven planning - Wikipedia**

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Risk and Seize Opportunity (Inglés) Pasta dura - 17 febrero 2009  
por Rita Gunther McGrath (Autor), Ian C MacMillan (Autor)

## **Discovery-Driven Growth: A Breakthrough Process to Reduce ...**

Rita has co-authored three previous books: Discovery Driven Growth: A Breakthrough Process to Reduce Risk and Seize Opportunity (2009); MarketBusters: 40 Strategic Moves that Drive Exceptional Business Growth (2005); and The Entrepreneurial Mindset (2000), all published by Harvard Business Review Press.

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