



# **Summary: Built For Growth - Arthur Rubinfeld and Collins Hemingway: Expanding Your Business Around the Corner or Across the Globe**

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**Complete summary of Arthur Rubinfeld and Collins Hemingway's book: "Built For Growth: Expanding Your Business Around the Corner or Across the Globe.**

This summary of the ideas from Arthur Rubinfeld and Collins Hemingway's book "Built For Growth" shows that great national and international retail success stories don't happen by accident. It isn't just a case of opening a store, making that store run well and then duplicating that first store ad infinitum. Instead, retail brands that win long-term have been designed for rapid growth right from the outset. All of the necessary elements have been put in place first so growth becomes a natural part of the ongoing story rather than good fortune. In fact, retail businesses are great because they allow you to control your own destiny and to express your creativity. When you create a new retail business from the ground up, you build a market presence which is highly valuable. To get to this stage, however, a holistic approach will be required. You'll need to conceive of a profitable retail concept and fine-tune your ideas in your local market first. Then you'll need to understand how to expand from one market to another until you grow from one market to dominance and presence in regional, national and ultimately international markets. As your enterprise grows and evolves, you'll need to keep your brand fresh and vibrant by continuing to innovate and try new things.

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

- Save time
- Understand the key concepts
- Increase your business knowledge

**To learn more, read "Built For Growth" and discover the key to retail success.**

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