



# Diversification Strategy: How to Grow a Business by Diversifying Successfully

*Graham Kenny*

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Diversification is a topic that raises its head in tough and turbulent economic times and is seen as an important option for growth. Out of necessity it is now back in the management agenda.

Diversified organizations are everywhere - in the private, public and not-for-profit sectors. With diversification comes complication, and if the varied activities of these organizations are not carried out effectively, their very diversity can lead to major inefficiency or even corporate failure.

*Diversification Strategy* establishes a blueprint for successfully managing diversification. The emphasis is on what successful and unsuccessful diversifiers do, as well as on the effective practices of focused firms. Using illuminating case studies, it analyzes the whole process in detail and describes the seven characteristics of successful diversifiers. It offers best-practice guidance for successfully managing diversified organizations and the business units within them.

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