



Diversification Strategy: How to Grow a Business by Diversifying Successfully

Graham Kenny

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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 at best and corporate failure at worst.

Diversification Strategy challenges conventional wisdom and establishes a blueprint for successfully managing diversification. Using illuminating case studies such as General Electric, Wesfarmers, Bidvest, ITC and Burns Philip - it analyses the whole process in detail, and describes the seven characteristics of successful diversifiers. Through examining what successful and unsuccessful diversifiers do, as well as the effective practices of focused firms, it provides best-practice guidance for successfully managing diversified organizations and the business units within them.

Whether private sector, public sector or not-for-profit, all organizations will all benefit from understanding and applying the principles outlined in this indispensable guide to diversification strategy.

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