



## How Do You to Turn a Breakthrough Innovation into a Billion Dollar Business?

### David G. Thomson, Marshall Goldsmith (Foreword)

Microsoft, Google, eBay, Staples, Genentech, Starbucks, Nike and Harley Davidson . . . these are just a few examples of an elite group of companies that have managed to turn billion-dollar ideas into billion-dollar businesses. What did these and other high-growth companies do to achieve such a goal? What blueprint do they follow to produce such results? Based on three years of in-depth research, David Thomson's *Blueprint to a Billion™ :7 Essentials to Achieve Exponential Growth* provides the first quantitative assessment of the success pattern common across a distinct group of 387 "Blueprint Companies"- the 5% that have IPO'd since 1980 and grown to \$1 billion in revenue. They represent America's highest growth companies; they uniquely achieved *exponential* revenue growth and returns.

This book is not about one unique company, its innovation, and the financial returns it achieved; it is about the quantifiable, success-based pattern - independent of economic cycles or industries - shared across this group of 387 elite companies. It's about how you can use seven common essentials to better your business, organization, team, or yourself and produce exponential growth. It's about executing the essentials and linking them. It's about taking the actions that matter while avoiding pitfalls. While the book is based on quantitative evidence, it provides insightful analysis and very personal stories from many Blueprint Company leaders. It's about taking the actions that matter while avoiding pitfalls. The 7 essentials explored are:

- Essential #1: Create and Sustain a Breakthrough Value Proposition
- Essential#2: Exploit a High-Growth Market Segment
- Essential #3: Marquee Customers Shape the Revenue Powerhouse
- Essential #4: Leverage Big Brother Alliances for Breaking into New Markets
- Essential #5: Become the Masters of Exponential Returns
- Essential #6: The Management Team: Inside-Outside Leadership
- Essential #7: The Board: Comprised of Essentials Experts

Divided into three comprehensive sections, *Blueprint to a Billion* will show you how to formulate a breakthrough value proposition, create exponential revenue growth—the most valuable and unique kind of growth—and seize the opportunity to garner

"2006's Most Important Business Book"

- Marshall Goldsmith

"A wonderful well thought out analysis of entrepreneurship and leadership of what it takes to be a growth company"

- Howard Lester, Chairman, Williams-Sonoma, Inc

"*Blueprint to a Billion* is a well-researched and thoughtfully written book that quantifies the growth pattern of America's highest growth companies"

- Professor John Quelch, Senior Associate Dean, Harvard Business School

# BLUEPRINT TO A BILLION

exponential returns. More importantly, it provides practical guidelines that you, as a business leader at any level, can use to improve company performance from one year to the next. While the book is based on quantitative evidence, it provides insightful analysis and very personal stories from many Blueprint Company leaders.

Both fact-based and actionable, *Blueprint to a Billion* contains fresh research that provides valuable insights into success-based business building. Adopting and executing one or more essentials will maximize your growth—both personally and corporately. Whether you apply these essentials to teams, formulating and benchmarking growth strategies, identifying up-and-coming growth companies or for education, you will find *Blueprint to a Billion* of unique value.

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David Thomson has been leading business growth for 20 years in general management and executive sales and marketing roles at Nortel Networks and Hewlett-Packard. He also served as an Associate Principal during his five years at McKinsey & Company. Please refer to [www.blueprinttoabillion.com](http://www.blueprinttoabillion.com) for additional information.

*Blueprint to a Billion* is available on popular website such as Amazon.com and at local bookstores such as Barnes & Noble. ISBN: 0471747475

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7 ESSENTIALS TO ACHIEVE  
EXPONENTIAL GROWTH



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