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How the Boston Consulting Group (BCG) Growth-Share Matrix Works

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The Boston Consulting Group (BCG) growth-share matrix is a planning tool that uses graphical representations of a company ' s products and services in an effort to help the company decide what it...

BCG Growth-Share Matrix Definition

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Welcome to the Group. - Boston Consulting Group

The growth share matrix was created in 1968 by BCG ' s founder, Bruce Henderson. It was published in one of BCG ' s short, provocative essays, called Perspectives. At the height of its success, the growth share matrix was used by about half of all Fortune 500 companies; today, it is still central in business school teachings on strategy.

What Is the Growth Share Matrix? - Boston Consulting Group

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BCG ' s change management consulting services help clients beat these odds. Organizations that excel at change management—particularly when launching business-wide transformation —can achieve vital goals such as fueling growth, boosting shareholder returns, and driving innovation.

Change Management Consulting and Strategy Services | BCG

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Boston Consulting Group BCG was founded in 1963 by Bruce D. Henderson, a former Arthur D. Little consultant and a Vanderbilt University and Harvard Business School alumnus. Starting out with only two consultants, the firm quickly grew. It currently employs 18,500 people over 85 offices in 48 countries.

Big Three (management consultancies) - Wikipedia

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Bruce Doolin Henderson (April 30, 1915 – July 20, 1992) was an American businessman and management expert. He founded Boston Consulting Group (BCG) in 1963 in Boston, Massachusetts and headed the firm as the president and CEO until 1980. He continued to serve as chairman of BCG until 1985.

Bruce Henderson - Wikipedia

Janmejaya Kumar Sinha is the present chairman of Boston Consulting Group (BCG) India. He is also a member of BCG's Henderson Institute Innovation Sounding Board, which is dedicated to supporting, inspiring and guiding upstream innovation at BCG. He served as Chairman Asia Pacific for BCG from 2009 to 2018.

Janmejaya Sinha - Wikipedia

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Boston Consulting Group (BCG) is an American management consulting firm founded in 1963. The firm is one of the world's three largest strategy consulting firms by revenue, often considered by some to be the most prestigious firms in the management consulting industry.

Boston Consulting Group - Wikipedia

From Wikipedia, the free encyclopedia Hans-Paul B ü rkner (born 1952) is a German management consultant serving as Chairman of the Boston Consulting Group. B ü rkner served as President & CEO from 2004 to 2012, and was the first European chief executive in the firm's history.

Hans-Paul B ü rkner - Wikipedia

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