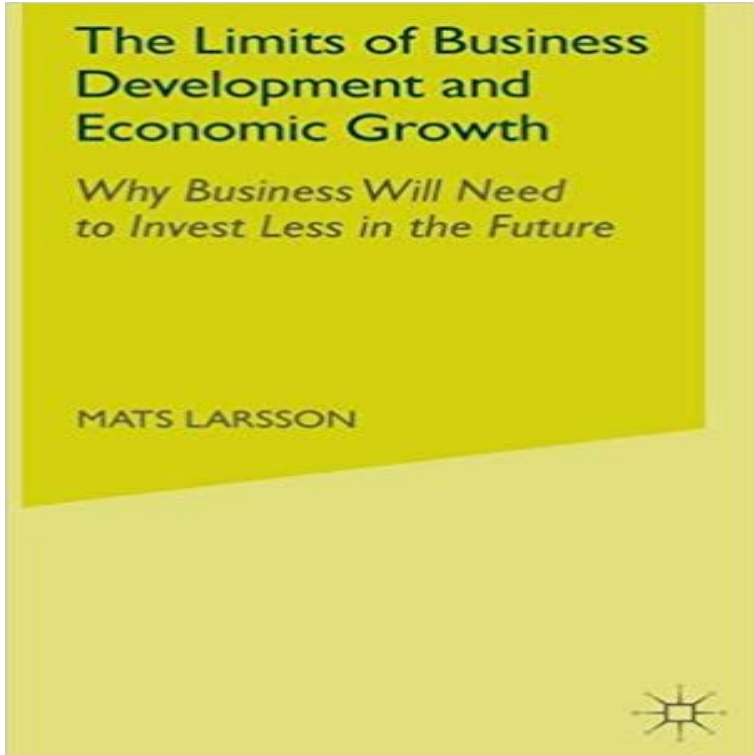


# The Limits of Business Development and Economic Growth: Why Business Will Need to Invest Less in the Future



The economy has hit a soft patch. - US Federal Reserve Chairman Alan Greenspan, reacting to the weak US job growth in June 2004 Mats Larsson: No, the economy is closing in on the limits of business development and economic growth and we are starting to see the consequences. In the next few years we will need to rethink economic policies and business strategies. The Limits of Business Development and Economic Growth details what this means for your company, your industry or your country! There are limits to business development and economic growth. With the help of modern production and information technologies, companies are coming ever closer to the limits of what can be achieved but ultimately nothing can be done in less than no time and at less than no cost. We now need to find areas of competitive advantage that have not yet been fully exploited. This book presents both the problems and the solutions in an accessible way for experts and non-experts alike.

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