

Build, Borrow, Or Buy: Solving The Growth Dilemma

By Laurence Capron;Will Mitchell

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Laurence Capron is Professor of Strategy Alliances and Business Portfolio Growth. She recently published a book, Build, Borrow, or Buy: Solving the Growth Dilemma

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Solving the Growth Dilemma. BUILD, BORROW OR BUY. It may seem like an obvious question, but according to Capron and Mitchell,

If your company can't buy it, then build it - the

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Laurence capron, co author of build, borrow or buy

Sep 30, 2012 INSEAD professor Laurence Capron speaks to FRANCE24 about her new book "Build, Borrow or Buy - Solving the Growth Dilemma" (HBR press). www.build-borrow

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