

HIRT&FRIENDS EXECUTIVE BRIEFING No. 41

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HIRT&FRIENDS EXECUTIVE BRIEFING



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Grow or Go. Why there is no Alternative to further Growth.

In the past years, growth has often been criticized as a valid goal of entrepreneurial activity. One often hears the buzzword of the "No-Growth Economy".

This opposition to growth is short-sighted and not properly thought through, as were Malthus's considerations more than 200 years ago, which were made totally obsolete by the massive productivity increases in agriculture of the Industrial Revolution.

The central task of the economy and its raison d'être on this planet is the production and distribution of excellent products and services. The economy thus makes an important contribution to the further development of people and the improvement of their living conditions.

If I have a really good product or service that creates enormous value for buyers, it would be highly unethical to withhold that product or service from customers. On the contrary, I even have an ethical obligation to do my utmost to ensure that as many people as possible can benefit from this product and its benefits.

Growth is and remains the central premise and elixir of entrepreneurial life.

Must this growth and development destroy our environment and livelihood on this planet? No, of course not, the paths to growth must be intelligent, long-term and resource-optimized.

People who no longer see opportunities and need for innovation and growth suffer from lack of imagination and have come to terms with the inadequacy of our current world out of laziness and comfort.

As long as, for example, more than a million people die every year in traffic accidents worldwide, millions of people die from currently incurable diseases and many millions more die of starvation and thirst, it cannot be said that there are no longer any possibilities and no need for innovation and growth.

In my view, it is cynical, ruthless and self-centered to claim this, and probably only possible if one lives in some kind of academic or affluent ivory tower.

So the right question is not “to grow” or “not to grow”, but to “grow intelligently” or to “grow stupidly”.

In a Nutshell

Growth is and remains the central premise and lifeblood of entrepreneurial activity. The right question is not “to grow” or “not to grow”, but to “grow intelligently” or to “grow stupidly”.

All the Best!

Michael Hirt

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Dr. Michael Hirt



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