

## Past Events - Detail Page

**Title:** The Corporate Network Author Series - The Breakthrough Company  
**Category:** Breakfast Meeting  
**Location:** The Hyatt Lodge at McDonald's Campus, 2815 Jorie Blvd., Oak Brook, IL  
**Start Date:** March 7, 2008  
**End Date:** March 7, 2008

**Description:**

**Registrations will be available on site**

### THE CORPORATE NETWORK AUTHOR SERIES

featuring

**Keith McFarland**

author of

***The Breakthrough Company***  
***How Everyday Companies Become Extraordinary Performers***

**Date:** March 7, 2008

**Place:** The Hyatt Lodge at McDonald's Campus  
2815 Jorie Blvd., Oak Brook, IL

**Time:** 7:30 am – 9:15 am

Encouraged by experts such as business legend Peter Drucker and *Good to Great* author Jim Collins to identify the drivers that enable a company to push past the entrepreneurial phase, Keith McFarland spent five years building and analyzing the world's largest growth-company performance database and interviewing 1,500 executives on four continents.

His book *The Breakthrough Company* is full of explosive, myth-busting revelations. Think breakthrough happens only for companies with cool products in hot new markets? Think again. One Minnesota company literally distributes nuts and bolts, but it racks up financial performance that outpaces giants like American Express and Crisco. Think U.S. companies can't compete with savvy, low-cost Asian rivals? Learn how one tiny firm trounced its foreign competition.

Breakthrough companies go from everyday to extraordinary. Over a period of 15 years the nine breakthrough companies featured in the book – most in tough, backwater businesses – saw their average annual revenues grow from \$17 million to \$700 million. And they are profit machines – achieving average return on sales more than three times the industry average. Six of the nine are now public. An investment of \$1 at the public offering of each would today be worth \$482.36, a 7939% return.

Packed with contrarian insights – everything from how “sticking to the knitting” can kill to why “betting the store” is often essential – and invaluable advice on virtually every page from business leaders

who've taken their companies to extraordinary levels of growth and profitability, ***The Breakthrough Company*** is one of the most provocative, inspiring, and instructive business books that you will ever read.

At age twenty-six, Keith McFarland was names associate dean of Pepperdine University's business school. He later served as CEO of two leading technology companies before founding McFarland Strategy Partners. He writes a regular column for BusinessWeek.

#### **Registration Fees**

\$30.00 ACG Members

\$40.00 Non-ACG Members

\$20.00 *The Breakthrough Company* Book

***Author will sign copies of book at event***

#### **Cancellation Policy**

All cancellations received in writing to [tcobb@acg.org](mailto:tcobb@acg.org) no later than 5pm, March 6 will receive full credit. All no shows will be invoiced. Payment is expected at the time of registration.

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