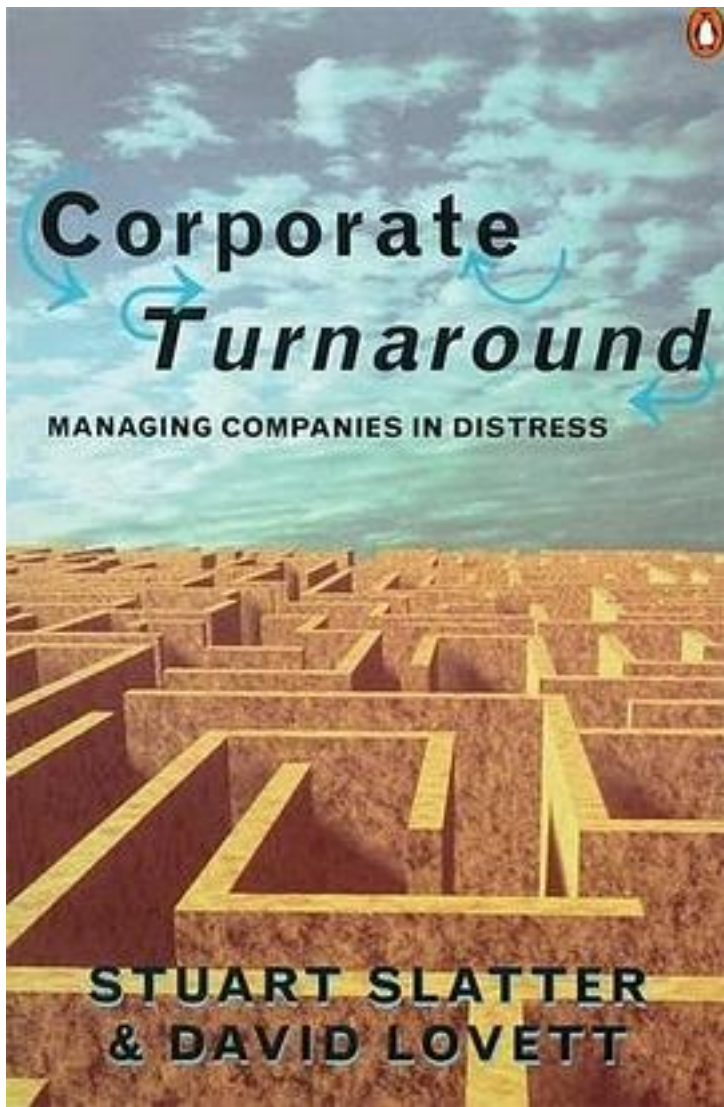


Corporate Turnaround



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著者:Stuart Slatter

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When firms are on the brink of failure, only turnaround management can restore performance and profitability. The key is to provide stability and create cash (and a breathing space) for building long-term success. This fully revised edition provides practical advice on restoring confidence through effective leadership and planning. It highlights the importance of communication with stakeholders, staff, customers and suppliers, and how best to structure the capital base of an organization in order to fund recovery and future growth. Essential reading for chief executives, consultants and merchant bankers (as well as investors tracking the progress of ailing businesses), this book offers a definitive set of tools and techniques.

作者介绍:

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评论

即使是日常管理也有很多值得借鉴的地方

very good framework for corporate turnaround management.... but doesn't have enough cases

教授推荐的书，real扎实，real有用。

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