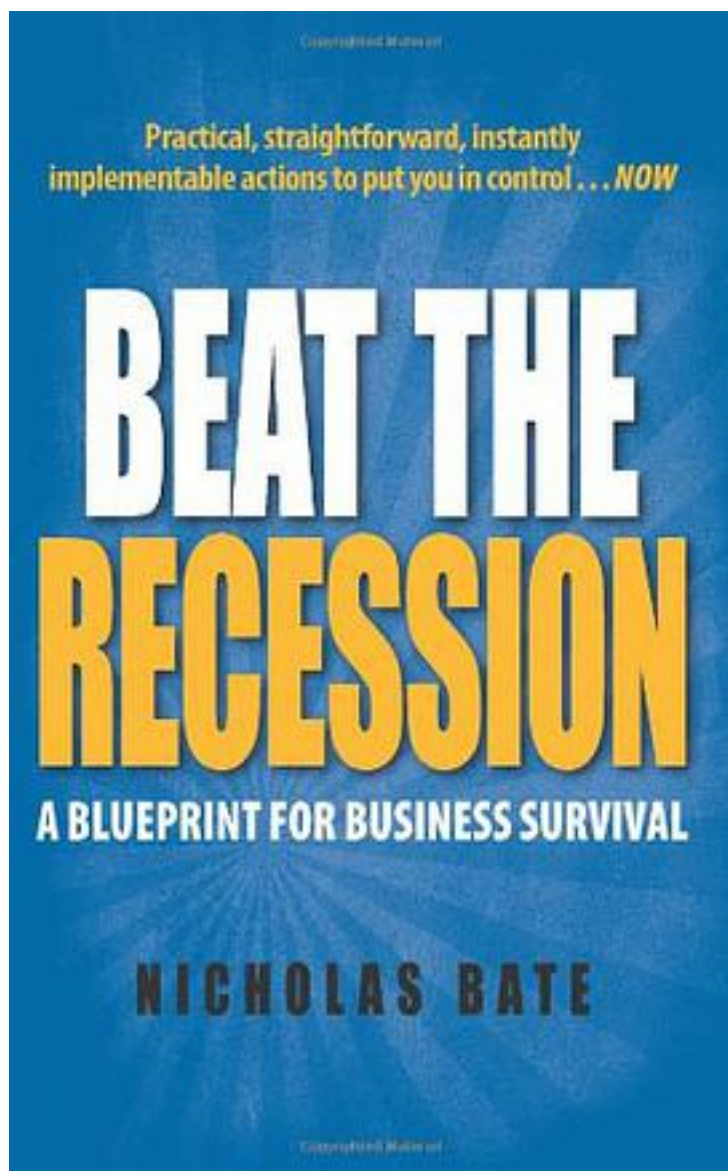


Beat the Recession



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Everyone knows this by now: the financial outlook for the coming year isn't great. But your business will be OK - as long as you act now. It doesn't matter if economists' metrics indicate that technically the economy is not in recession. Whatever they say it's going to feel like one and in the words of the great Willie John McBride, you need to get your retaliation in first. Take the necessary action now and the recession everyone is talking about could actually turn out to be good news for your company; after all there's probably a lot of stuff you have been putting off dealing with: your pricing policy, how overdue accounts are handled, whether to drop that product range, straightening out morale levels and resolving team issues. Well now's the time to get all those issues dealt with, and this is the book to help you succeed. "Beat the Recession" contains the best of current thinking on how to survive - and with care, thrive - in the impending global economic downturn. It is entirely practical and there is absolutely no padding, waffle or theory. There are no pictures, stories or case studies. Just 100 per cent turn-this-business-around-now value. Here are all the ideas you have to implement now to strengthen and build your company's performance. Simple, clear and to the point. Who knows, if you follow the guidance in this book now when times are bad, you'll be even more profitable when times get better.

作者介绍:

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