

Tough Tactics for Tough Times

# TOUGH TACTICS FOR TOUGH TIMES

HOW TO MAINTAIN BUSINESS  
SUCCESS IN DIFFICULT  
ECONOMIC CONDITIONS

PATRICK FORSYTH & FRANCES KAY



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In difficult economic times, decision-makers in business need to take decisive action. It is essential that they combat the pressures and respond to difficult market and economic conditions in a way that minimizes negative effects. *Tough Tactics for Tough Times* provides a head start in difficult circumstances. It sets out fifty practical ways to improve finances, including ways to: reduce costs, increase staff effectiveness, maintain a marketing initiative, maximize business from best customers, maintain an awareness of products/services, focus promotional activity where it will do the most good and spot opportunities for new business.

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运营塔奇斯顿培训咨询公司,公司主要业务包括提供有关营销、管理和沟通能力方面的建议。

知名作家,  
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商讨有关商业、事业和个人发展等各领域的问题并给予专业建议,特别强调合作关系的建立。

作为一名经验丰富的作家,她写过许多有关成功的商业书籍,其中包括《理解成功学》,并是《好与不好的退休向导2009》的编辑。

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