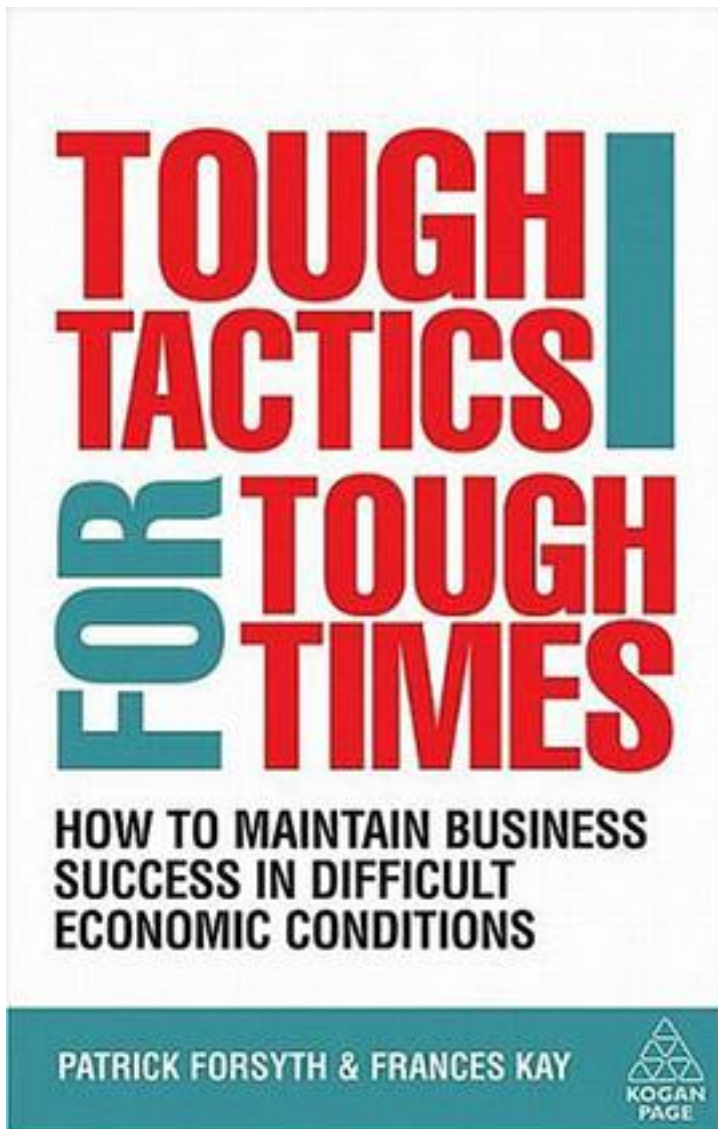


# Tough Tactics for Tough Times



[Tough Tactics for Tough Times\\_ 下载链接1](#)

著者:Forsyth, Patrick/ Kay, Frances

出版者:

出版时间:2009-2

装帧:

isbn:9780749455217

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.

作者介绍:

(英) 帕特里克·福赛斯  
运营塔奇斯頓培训咨询公司,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,  
成功地出版过许多商业书籍,其中包括《成功的时间管理》《如何调动人们的积极性》以及《如何书写报告和提案》。

(英) 弗兰西斯·凯  
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。

目录:

[Tough Tactics for Tough Times\\_ 下载链接1](#)

标签

评论

哈哈, 豆瓣居然有也~~

-----  
[Tough Tactics for Tough Times\\_ 下载链接1](#)

书评

-----  
[Tough Tactics for Tough Times\\_ 下载链接1](#)