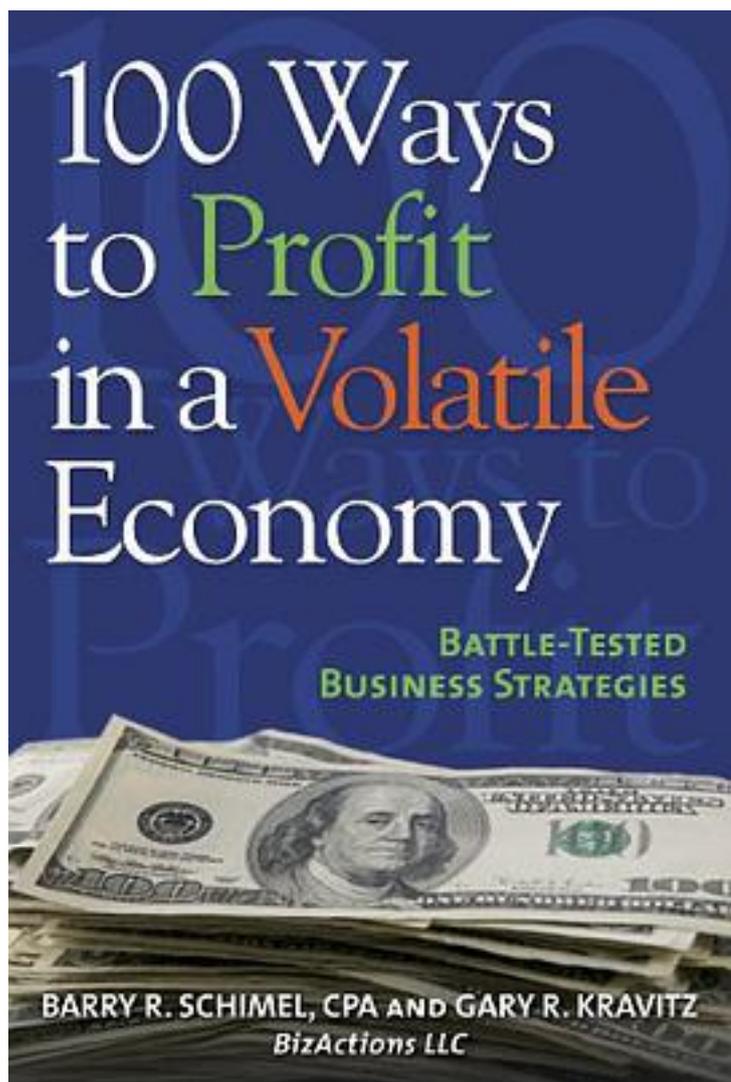


100 Ways to Profit in a Volatile Economy



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Profits drive business. But when the economy does a nosedive, profits aren't easy to come by. Now two long-time business strategists come to the rescue with 100 battle-tested strategies that have saved organizations in the past and fresh new strategies from the 2009 Recovery and Reinvestment Act for reducing overhead, improving revenues, securing financing, managing human resources, and improving cash flow. These are ideas you can put into action to generate profits now when you need them to survive and grow your business. "100 Ways" provides not only the strategies but also the space to create your own Master Profit Plan. At the end of each chapter is a mini-action plan with space to jot down your own ideas while they are fresh, prioritize them, designate a responsible manager to implement each, set dates for action, and project potential profits each will generate. At the end of the book, use your Master Profit Plan to prioritize and strategize and put them into action to bring profits to your bottom line -- despite the bad economy.

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目录:

[100 Ways to Profit in a Volatile Economy_ 下载链接1](#)

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