

Accelerating Out Of The Great Recession

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From the world's leading business strategy consultancy comes this essential guide to prospering in the aftermath of what is being called the Great Recession. Accelerating Out of the Great Recession, by The Boston Consulting Group's David Rhodes and Daniel Stelter, is a call to action for today's executives. It shows how companies can win in a slow-growth economy by seizing the initiative--differentiating themselves from less fleet-footed rivals and executing their strategies with single-minded determination. It combines comprehensive and big-picture analysis of the global economic meltdown with smart management advice on how to win in an era of greater competition. The book is underpinned by a historical review of great companies that survived and thrived in past downturns, along with two new surveys of top executives and insights drawn from discussions with corporate leaders around the world. EAN/ISBN : 9780071740524 Publisher(s): McGraw-Hill Professional Format: ePub/PDF Author(s): Rhodes, David - Stelter, Daniel

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