



## Turnarounds: Brains, Guts and Stamina (Paperback)

By Peter McCann

Trafford Publishing, Canada, 2009. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Help to save your company - strong, clear advice for tough economic times from CEOs and consultants with turnaround experience in many industries in the US, Canada, Britain and Finland. A turnaround is a process to restore failing companies to sustainable competitive vitality. Know the difference between a business that can be saved and a business that is beyond hope. Learn the essentials of a successful turnaround, and how to implement them. Apply well-established paradigms and principles in each phase of a successful turnaround. Read real-life case studies of the turnarounds of small and medium sized businesses by the CEOs and consultants who made it happen. Know what challenges you must overcome. Plan your first 30, 90 and 180 days - make and implement decisions on staffing levels, plant closures, pricing, marketing, operations, communications and strategy. Have the answers before your bank asks the questions. There s a battle-tested team of expertise available to help you - three seasoned turnaround executives with over 100 years of business experiences, a lender and investor with 30 years experience, an advertising executive, a communications professional, an...



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