Accelerating out of the Great Recession: How to Win in a Slow-Growth Economy

By Daniel Stelter,David Rhodes

Tata McGraw-Hill Education Pvt. Ltd., 2010. Softcover. Book Condition: New. First edition. 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. As such, it offers the clearest, most authoritative assessment yet of some present-day trends and "new realities"--and what they mean for business. Accelerating Out of the Great Recession shows today`s executives how to: * Learn from the decisive actions taken by companies such as General Electric, IBM, and Proctor & Gamble in...

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