

<<Corporate Turnaround>>

图书基本信息

书名：<<Corporate Turnaround: Strategies for Renewal (平装)>>

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### 内容概要

Focusing on the asset utilization philosophy "Corporate Turnarounds" reveals practical, action-oriented methods that can be implemented in a wide variety of turnaround situations. Covering areas from protection of jobs to selection of the ideal CEO, this work argues against surgical cost cutting, reduction of workforce and factory shutdowns in favour of better utilization of the existing assets of a struggling firm, in order to restore it as a vital viable organization.

Corporate Turnaround addresses these vital questions:

- \* How are sick companies to be managed?
- \* What are the special conditions that must be created to transform them into viable corporations?
- \* What should be the philosophy of turnaround management?

This book delves into diverse and vital aspects such as issues of protection of jobs, vested interests, managerial ineptitude, selection of the ideal CEO, and turnaround strategy options.

Corporate Turnaround is based on the experiences of a professional who was successful in managing a turnaround and two start-up companies. An outcome of Pradip Chanda's experience in the United Kingdom and India, it describes strategies based on the asset utilization philosophy, a model successfully used in the post-OPEC economics and in European countries. The asset utilization approach is based on the evaluation of a unit's assets independent of its conventional usage and potential as a "standalone" revenue generator.

With its focus on practical, action-oriented methods that can be implemented, the book is a trendsetter in its content and writing style.

length: (cm)22.6

width:(cm)15.4

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