

<<反向思考打败不景气 THE WELL-TIMED STRATEGY>>

图书基本信息

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## <<反向思考打败不景气 THE WEL>>

### 内容概要

"In The Well-Timed Strategy, Navarro provides a useful primer on business cycle risks and opportunities. Recognizing that business success depends most of all on human capital, he makes the crucial observation that the trough of a recession is the best time to find good people and the most important time to focus on retaining them. This and other insights about investment, production, and marketing give today's executives a useful checklist for building and maintaining competitive advantage." – Michael Milken, Chairman, The Milken Institute

"Navarro's conclusions should be an integral part of any management strategy playbook. Timing is indeed everything, and this book shows you how to master it for a successful business." – Bruce Karatz, Chairman and CEO, KB Home

"The business cycle bedevils all companies, yet few take it into account when plotting strategy. Peter Navarro provides a powerful set of tools, insights, and examples that will help every executive master the all-important art of timing." – Nicholas G. Carr, Author of Does IT Matter?

"What surprised me the most about this wonderful 'Big Ideas' book was not how incisive, useful, and far-ranging its strategic prescriptions are but rather how much fun I actually had reading it." – Mark Zandi, Chief Economist and Co-Founder of Economy.com

"The overriding approach to real estate success used to be 'location, location, location,' but it is an absolute fact that 'timing, timing, timing' is the ultimate driver behind maximizing return on investment. Peter Navarro illustrates that point with compelling examples of some of the best companies that have proactively navigated the business cycle as well as those that have faltered. The Well-Timed Strategy is an insightful look into the critical concept of knowing not just how to make a move, but more importantly, when." – Richard S. Ziman, Chairman and CEO, Arden Realty, Inc.

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Introduction Chapter 1: Strategies and Tactics of the Master Cyclist Executive Chapter 2: Countercycling Your Capital Expenditures Chapter 3: The Acquisitive Master Cyclist Buys Low and Sells High Chapter 4: The Art of “Cherry Picking” and Other Well-Timed Tactics of the Human Resources Manager Chapter 5: “Macromanaging” Your Production, Inventory, and Supply Chain Chapter 6: Master Cyclist Marketing Through the Business Cycle Seasons Chapter 7: Pricing the Cycle and Managing Credit and Account Receivables Chapter 8: Proactive Profiting From Oil Price Spikes, Interest Rate Hikes, and Exchange Rate Risks Chapter 9: When You Can’t Beat the Business Cycle, Hedge Its Risks! Chapter 10: Surviving—and Prospering from—the Economic Shocks of War, Terrorism, Drought, and Disease Chapter 11: The Master Cyclist’s Favorite Forecasting Tools Concluding Thoughts Appendix A: The Master Cyclist Project’s Treasure Trove of Data and All-Star Team Appendix B: A Business Cycle Primer Notes Index

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