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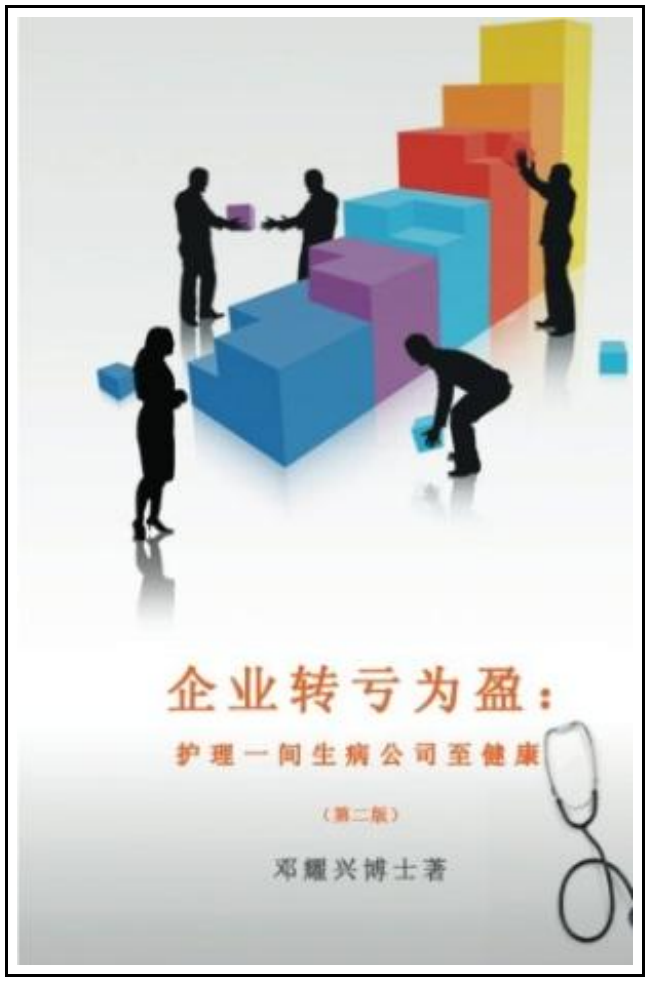

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Reviews

Extremely helpful to all of group of individuals. It really is loaded with knowledge and wisdom Its been designed in an extremely basic way and is particularly simply after i finished reading through this ebook where actually altered me, affect the way i believe.

(Lily Ryan)

CORPORATE TURNAROUND (MANDARIN): NURSING A SICK COMPANY BACK TO HEALTH (SECOND EDITION)

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Corporate Turnaround Centre Pte Ltd, United States, 2010. Paperback. Book Condition: New. 216 x 140 mm. Language: Chinese . Brand New Book ***** Print on Demand *****.This is the second edition of the best-selling book, Corporate Turnaround published in 2002. Now we are encountering another global financial crisis as iconic companies like Lehman Brothers, Freddie Mac and Fannie Mae fell, while erstwhile leaders like AIG, General Motors, Ford and others survive only because of government bailouts. The European zone is also having problems with sovereign debt problems. What is it that makes companies sick and turnaround? This book analyses corporate sickness like a doctor analyses sickness in a patient. Drawing from both the eastern and western systems of medicine, this book draws parallels with corporate sickness and how a combination of the two approaches will make a sick company healthy. And just as doctors now advice that you don t really need to get sick to get healthy, the prescription in this book can also be used not just by a sick company looking for a turnaround but by any company wanting to transform to be healthy and grow A must read book by all professionals wanting to see their companies grow healthily during this tough economic environment.

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