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How to Be a Fierce Competitor: What Winning Companies and Great Managers Do in Tough Times

By Jeffrey J Fox

Brilliance Corporation, United States, 2010. CD-Audio. Book Condition: New. Unabridged. 180 x 130 mm. Language: English . Brand New. Economic downturns separate winning companies from the struggling. And as bestselling author Jeffrey J. Fox shows, tough times also give solid companies, strong managers, and potential rainmakers the opportunity to seize market share. How to Be a Fierce Competitor is the definitive how-to guide for understanding how to spot opportunity and then capitalize on it. This practical resource for business leaders and managers shows exactly how the savvy few who rise to the top stay focused and alert; gain new market share; hire good, recently fired talent; increase investments into customer service; speed innovation; train all customer-facing people; make acquisitions; get rid of underperformers; build brand names; pay for measurable performance; and lots more. In 60 to-the-point, dynamic chapters, Fox offers a wealth of actionable items that can be used to weather any economic climate. As engaging as it is accessible, How to Be a Fierce Competitor reveals why bad times are good times, the difference between leaders and managers, how to stay off magazine covers, and why you are never on vacation. With How to Be a Fierce Competitor, potential...

Reviews

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