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Corporate Turnaround: Nursing a sick company back to health (First Edition)

Michael Teng

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Is downsizing the answer to solving corporate woes? Why is my company not growing? Why do companies fall sick, recover and subsequently succumb to the same ailments? If these questions sound familiar, chances are your company is in a slump and it does not seem like the situation will improve any time soon. Like many companies, yours has fallen sick due to corporate viruses, such as global economic slowdowns, the rapid changes of globalization, terror attacks and incompetent management. However, even dying companies can attain holistic and long-term recovery by applying the new breakthrough prescription of surgery, resuscitation and nursing. Using medical analogies, Corporate Turnaround: Nursing a Sick Company Back to Health prescribes effective and easy-to-administer turnaround techniques in the right doses. These techniques have been successfully applied by many turnaround specialists globally and re-formulated to be both universally applicable and user friendly. Dr Teng offers a promising and insightful programme for restoring life to troubled companies. His book contains a very important message for the many ailing companies in Asia and elsewhere, namely that there are workable diagnostic and therapeutic steps to cure the patient and restore health - Professor Philip Kotler, S. C. Johnson Distinguished Professor of International Marketing, Northwestern University, US This ground-breaking book expounds turnaround concepts such as surgery, resuscitation and nursing which are at the leading edge of turnaround management. A recommended reading for all business schools and executives interested in building strong enterprises. - Professor Vijay Mahajan, John P. Harbin Centennial Chair in Business, The University of Texas at Austin, US

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