



# Duck and (Re)Cover: The Embattled Business Owner's Guide to Survival and Growth

By Steven S. Little

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Duck and (Re)Cover: The Embattled Business Owner's Guide to Survival and Growth, Steven S. Little, Business growth expert Steven S. Little gives you the real-world strategies you need to navigate your business through economic uncertainty. If you're a business owner or leader, you're no doubt feeling inundated on all sides by the gathering forces of this financial downturn—shrinking revenues, tightening resources, anxious workers, plunging profits. When economic storms hit, it's the clear-minded and action-oriented leader that ultimately guides their business to success. In order to position your business for the growth opportunities ahead, it is imperative for you to address your most critical issues now. Duck and (re)Cover is the ultimate business owner's guide to prevailing and prospering through tough economic times. It questions much of the "conventional wisdom" we all hear about recessions and instead offers an irreverently common-sense approach to survival and growth in the midst of economic uncertainty. This book focuses on the most significant challenges and opportunities facing embattled businesses today.\* Recommends specific, and effective strategies for keeping your business up and running, even if the economy continues to stall\* Includes a wealth of been-there-done-that...



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-- **Jose Ruecker**