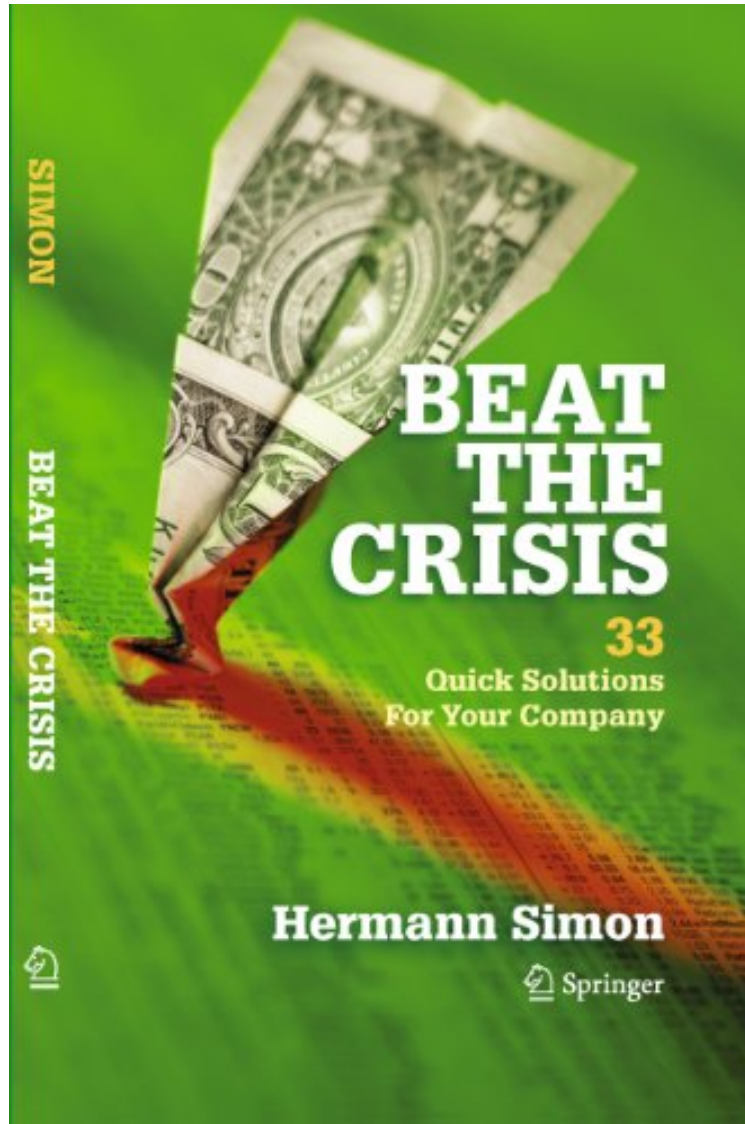


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Beat the Crisis: 33 Quick Solutions for Your Company

Hermann Simon

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Hermann Simon : Beat the Crisis: 33 Quick Solutions for Your Company before purchasing it in order to gauge whether or not it would be worth my time, and all praised Beat the Crisis: 33 Quick Solutions for Your Company:

0 of 0 people found the following review helpful. Quick and practical adviceBy Dan Robinson"Quick solutions" is the key phrase of the new book by Hermann Simon. While many other books only review the crisis, Simon provides 33 solutions that can be implemented quickly and that generate quick results. His writing is simple and straightforward - without creating panic Simon offers effective solutions to companies, entrepreneurs, managers and employees on how to beat the crisis. And even people outside the business world will enjoy reading his analysis and views on what works and what doesn't work against the crisis. Simon focuses on concrete issues related to everyday business matters - what

makes it even more interesting to read. Now, who should read his book? Simon himself gives a good description of his readers which I liked a lot: As an old Asian proverb says: "When the storm comes some build walls, others build windmills." This book is for the companies who build windmills and thus will come of the crisis stronger than those who build walls. 1 of 1 people found the following review helpful. Better for large companies. By Christopher Obert This is a detailed and informative book that's all business. The 33 Quick Solutions are well thought out and practical. I suggest that as you read the book you keep a notebook at your side. The amount of information comes at you fast and you may want to keep notes. Some of the illustrations are small and you may want to enlarge a few of them so that they are easier on the eyes. After reading the book you may have to go back and reread some of the solutions and see how they can apply to you and your company. Then you can pick the ones that are best for your situation. If you are serious about business, then this is the book for you! 0 of 0 people found the following review helpful. Very handy insights. By George Saffia I was looking for a book that was easy to dip into for redevelopment of work strategy and I've found it in *Beat the Crisis*. Although the business environment is still in a state of flux (is the recession really over?), the points made are very valid and insightful. The content is highly applicable to different work environments and the book provides a very accessible way of breaking down the options into manageable sections. I've passed the book on to other colleagues for some good points for their assessments. I've also made good use of it in professional development. Definitely one for the office and also very useful for those undertaking further professional studies.

Newspaper columns blare the news daily. There is no doubt that we are struggling through a worldwide economic and financial crisis of a magnitude not witnessed since the Great Depression. In this environment, fraught with danger, no company can afford to take a wait-and-see attitude. One hesitation or misstep can result in the rapid demise of a once stalwart enterprise. Even small miscalculations can topple mighty empires; consider the U.S. auto industry, for example. The severity of the crisis demands that your company understand its causes, diagnose carefully, implement decisively and monitor constantly. However, the crisis also creates chances for companies that learn to assess risk, recognize opportunity and take action quickly. This book is an antidote to the chorus of doom-and-gloom, a manual for business leaders and employees who are ready to fight. In *Beat the Crisis*, international strategy guru, Hermann Simon, offers 33 practical actions that any company can take immediately. Organized into broad categories— "Changing Customer Needs," "Sales and the Sales Force," "Managing Offers and Prices" and "Services"— Simon shows companies how to focus on the areas where emphatic action can have quick and maximum impact on corporate performance. Drawing from dozens of successful cases around the world, Simon helps readers learn to read the market signals, develop quick solutions, and stay a step ahead of their competitors, while avoiding the pitfalls looming in the crisis. A concluding chapter looks beyond the crisis and considers the longer-term socio-political and business consequences, in which Simon foresees a new era of restraint.

From the reviews: "The 200-page practical advice guidebook hellip; by Professor Hermann Simon is exactly the solution we had been waiting for in the current economic crisis. Definitely worth reading! hellip; It outlines the fast-acting measures you need to help you survive the crisis ndash; without causing lasting damage to your brand or your company." (BRANDNEWS, August, 2009) From the Back Cover "Stocks plunge on worries over financial sector" "Jobless rate at 14-year high" "Economy shrinks with consumers leading the way" "As home sales sag, foreclosures soar" "Retail chains caught in a wave of bankruptcies" Newspaper columns blare the news daily. There is no doubt that we are struggling through a worldwide economic and financial crisis of a magnitude not witnessed since the Great Depression. In this environment, fraught with danger, no company can afford to take a wait-and-see attitude. One hesitation or misstep can result in the rapid demise of a once stalwart enterprise. Even small miscalculations can topple mighty empires; consider the U.S. auto industry, for example. The severity of the crisis demands that your company understand its causes, diagnose carefully, implement decisively and monitor constantly. However, the crisis also creates chances for companies that learn to assess risk, recognize opportunity and take action quickly. This book is an antidote to the chorus of doom-and-gloom, a manual for business leaders and employees who are ready to fight. In *Beat the Crisis*, international strategy guru, Hermann Simon, offers 33 practical actions that any company can take immediately. Organized into broad categories "Changing Customer Needs," "Sales and the Sales Force," "Managing Offers and Prices" and "Services," Simon shows companies how to focus on the areas where emphatic action can have quick and maximum impact on corporate performance. Drawing from dozens of successful cases around the world, Simon helps readers learn to read the market signals, develop quick solutions, and stay a step ahead of their competitors, while avoiding the pitfalls looming in the crisis. A concluding chapter looks beyond the crisis and considers the longer-term socio-political and business consequences, in which Simon foresees a new era of restraint. As he argues: "The 33 quick solutions won't rid the world of the crisis, but they can certainly contain the damage. And this can make all the difference between a company's death and survival." Can your company afford to ignore this advice? Hermann Simon is Chairman of Simon-Kucher Partners, Strategy Marketing Consultants, with offices in Europe, Asia, and the United States. He is an expert in strategy, marketing and pricing, advising clients

and speaking to business organizations worldwide. Prior to taking on consulting full-time, he was a professor of business administration and marketing at the Universities of Mainz and Bielefeld, and has served as a visiting professor at many universities, including Harvard Business School, London Business School, INSEAD, Keio University, Stanford, and MIT. Named one of Europe's most influential management thinkers, he has served on the boards of numerous journals, including the International Journal of Research in Marketing, Management Science, and European Management Journal, and has published over 30 books, including the worldwide bestsellers Hidden Champions (1996), Power Pricing (1997), Manage for Profit, Not for Market Share (2006), and Hidden Champions of the 21st Century (2009). About the Author Hermann Simon is Chairman of Simon-Kucher Partners, Strategy Marketing Consultants, with offices in Europe, Asia, and the United States. He is an expert in strategy, marketing and pricing, advising clients and speaking to business organizations worldwide. Prior to taking on consulting full-time, he was a professor of business administration and marketing at the Universities of Mainz and Bielefeld, and has served as a visiting professor at many universities, including Harvard Business School, London Business School, INSEAD, Keio University, Stanford, and MIT. Named one of Europe's most influential management thinkers, he has served on the boards of numerous journals, including the International Journal of Research in Marketing, Management Science, and European Management Journal, and has published over 30 books, including the worldwide bestsellers Hidden Champions (1996), Power Pricing (1997), Manage for Profit, Not for Market Share (2006), and Hidden Champions of the 21st Century (2009).