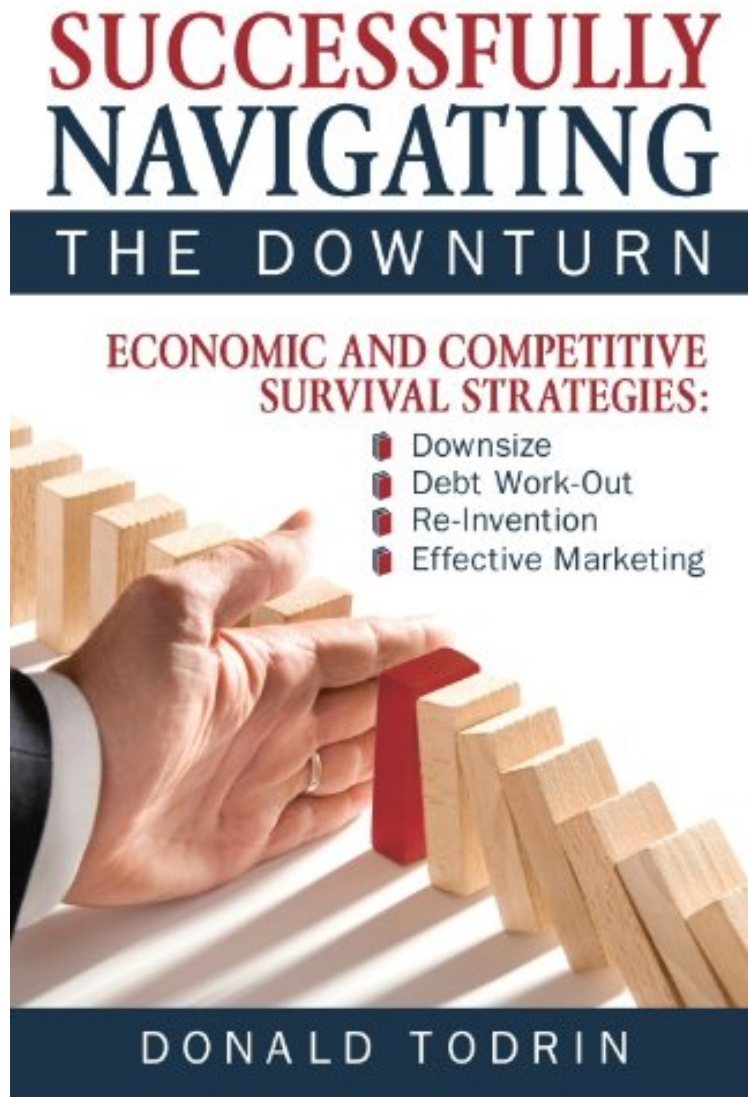


# Successfully Navigating the Downturn: Economic and Competitive Survival Strategies

Donald Todrin

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**SURVIVE AND SUCCEED!**No business escapes it. At some point, every business faces a domino-like impactwhether yoursquo;re caught in the onset of a cyclical economic downturn, a competitor emerges and takes your market share, or your company expands too fast without enough capital. The path to success can be overwhelmingthis is your navigation plan.Seasoned business consultant Donald Todrin reveals the rules to surviving any downturn and shows you how to recast your business to succeed under even the most challenging circumstances. Armed with solutions, proven strategies, and from-the-trenches advice, learn how to tackle common dilemmas and critical pitfalls, protect against future failure, and, even, uncover new opportunities to grow.Learn: 4 Principles to successfully navigating a financial downturn 15 Rules of engagement to recast your business The secrets and myths of workouts with the IRS, SBA and other lenders 6 Biggest downsizing mistakes Top ways to lower your expenses Game-changing management musts How to market without money Payroll 911 50 Ways to succeed And more!Take action against potential disasterand start focusing on future growth!

About the AuthorDonald Todrin is the president of Second Wind Consultants, Inc., a business debt solutions firm. [www.secondwindconsultants.com](http://www.secondwindconsultants.com) With more than 30 years experience solving difficult business problems and building profitable business organizations, he specializes in resolving complex debt workouts, asset protection, and debt reduction. He has a bachelor's degree in economics from the University of Massachusetts, Amherst; a law degree from Northeastern University, and a master's degree in small business taxation from Boston University. Read more from Donald Todrin at [www.dontodrin.com](http://www.dontodrin.com).