

## <<反向思考打败不景气 THE WELL-TIMED STRATEGY>>

### 图书基本信息

书名：<<反向思考打败不景气 THE WELL-TIMED STRATEGY>>

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作者：Navarro, Peter

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### 内容概要

"In The Well-Timed Strategy, Navarro provides a useful primer on business cycle risks and opportunities. Recognizing that business success depends most of all on human capital, he makes the crucial observation that the trough of a recession is the best time to find good people and the most important time to focus on retaining them. This and other insights about investment, production, and marketing give today's executives a useful checklist for building and maintaining competitive advantage." — Michael Milken, Chairman, The Milken Institute

"Navarro's conclusions should be an integral part of any management strategy playbook. Timing is indeed everything, and this book shows you how to master it for a successful business." — Bruce Karatz, Chairman and CEO, KB Home

"The business cycle bedevils all companies, yet few take it into account when plotting strategy. Peter Navarro provides a powerful set of tools, insights, and examples that will help every executive master the all-important art of timing." — Nicholas G. Carr, Author of Does IT Matter?

"What surprised me the most about this wonderful 'Big Ideas' book was not how incisive, useful, and far-ranging its strategic prescriptions are but rather how much fun I actually had reading it." — Mark Zandi, Chief Economist and Co-Founder of Economy.com

"The overriding approach to real estate success used to be 'location, location, location,' but it is an absolute fact that 'timing, timing, timing' is the ultimate driver behind maximizing return on investment. Peter Navarro illustrates that point with compelling examples of some of the best companies that have proactively navigated the business cycle as well as those that have faltered. The Well-Timed Strategy is an insightful look into the critical concept of knowing not just how to make a move, but more importantly, when." — Richard S. Ziman, Chairman and CEO, Arden Realty, Inc.

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