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RADICAL ACTION FOR RADICAL TIMES: EXPERT ADVICE FOR CREATING BUSINESS OPPORTUNITY IN GOOD OR BAD ECONOMIC TIMES

BY: JONATHAN HORNBY

Hear from Carl Schramm, Joel Barker, Peter Turney, Tor Dahl, Gabor George Burt, Geoffrey Moore, Kevin Freiberg, Mark Thompson, Martha Rogers and Gary Hoover as they discuss: how recessions make us stronger, how you can improve productivity, how ordinary people can achieve extraordinary results, why customers are every company's scarcest commodity, how to become a successful leader, and more...

In bringing together 10 respected thought leaders' strategies for organizational survival, Jonathan Hornby hopes to prevent companies from doing the wrong things – regardless of the state of the economy.

ISBN: 978-1-60764-038-7

List Price: \$24.95

Publisher: SAS® Publishing

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Jonathan Hornby, Director of Worldwide Marketing for Performance Management at SAS, is a visionary and thought leader in the field of performance management. His experience comes from a hands-on background within banking, followed by extensive travel, and collaboration with customers, management consultants, and respected thought leaders around the world. He regularly speaks at conferences around the globe.

All royalties from this book are being donated to children's cancer research.