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Always a Winner: Finding Your Competitive Advantage in an Up and Down Economy (Hardback)

By Peter Navarro

John Wiley and Sons Ltd, United Kingdom, 2009. Hardback. Condition: New. Language: English . Brand New Book. In much the same way that Good to Great uncovered hitherto hidden secrets of highly successful companies, Navarro's Always a Winner uses extensive research to reveal the overriding importance of learning how to forecast and strategically manage the business cycle for competitive advantage. In doing so, this book provocatively explores a critical aspect of successful management virtually untapped by the existing strategy literature. -Dan DiMicco, Chairman and Chief Executive Officer, Nucor Steel Always a Winner is an important and timely guide to thriving in challenging economic times. Prof. Navarro deftly bridges the academic and business communities, showing corporate leaders how to read economic tea-leaves to anticipate business cycles. His Master Cyclist credo offers many practical tips and real-world case studies for steering companies through turbulent economic seas. -Mark Greene, Ph.D, Chief Executive Officer, FICO (Fair Isaac Corp.) Navarro's Always a Winner shows why forecasting the economy with a ruler can be lethal for corporate executives and money managers. He demonstrates how to skillfully anticipate the ups and downs of the economy and successfully navigate through them. The current economic crisis...



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