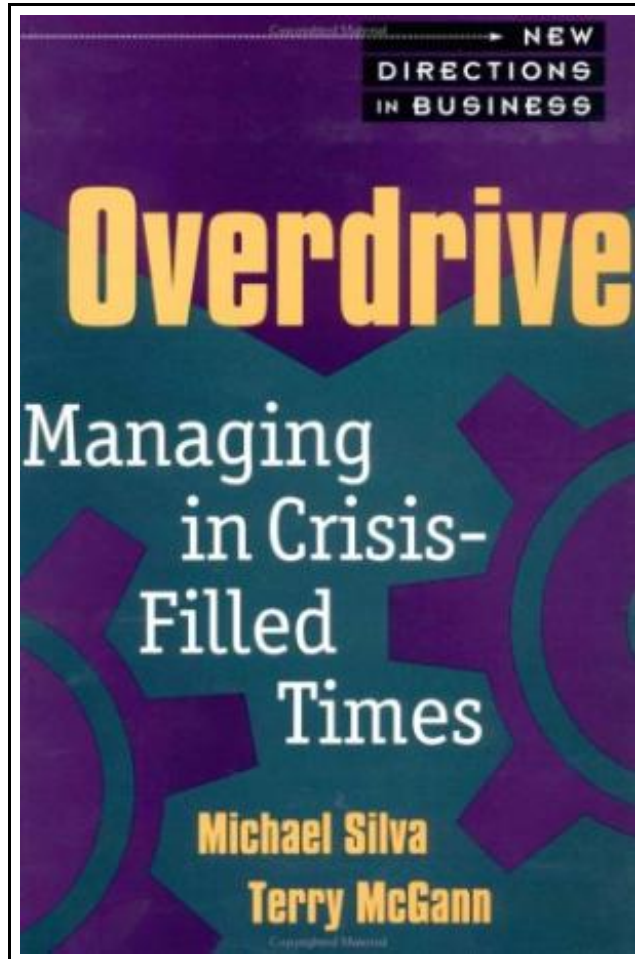


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Reviews

An extremely wonderful publication with lucid and perfect reasons. It typically will not expense too much. You are going to like the way the blogger compose this publication.

(Prof. Maya Hand)

OVERDRIVE: MANAGING IN CRISIS FILLED TIMES



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John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Overdrive: Managing in Crisis Filled Times, Michael A. Silva, Terry McGann, "A lively and informative compilation of methods used by savvy, recognized CEOs to survive and thrive in a crisis. Silva and McGann recount contemporary corporate war stories that illustrate the impracticality of planning for a crisis - common or catastrophic - and the necessity of exercising vision, creativity, and flexibility to avoid or endure a crisis". (David H. Murdock, Chairman of the Board, Chief Executive Officer, Dole Food Company). "This book is an indispensable asset for any corporate executive facing the inevitability of crisis control". (Craig L. Fuller, Senior Vice President, Philip Morris Companies Inc.). "Whether dealing with a sudden crisis of unimaginable size or the daily press of issues, each has the potential to explode into a major catastrophe. Overdrive gives specific answers to questions that you hoped you'd never have to ask. Silva and McGann offer practical, proven solutions that every executive needs in order to lead in our crisis filled times". (Bruce L. Christensen, Dean of the College of Fine Arts and Communications, Brigham Young University, Former President and Chief Executive Officer of PBS). It used to be that crisis was something that only happened to companies in trouble. But in today's turbulent, hotly competitive global marketplace, crisis is a permanent fact of life in every business organization, and the new name of the management game is "crisis management". Now in this groundbreaking book, Michael Silva (Creating Excellence) and Terry McGann tell you exactly what the new rules of the game are, and, more importantly, how to play to win. This title teaches you practical lessons in how to strategically manage crisis to forge stronger, more competitive companies. It provides a rational, innovative framework for...



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