



The Upside of the Downturn: Management Strategies for Difficult Times

Geoff Colvin

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Never waste a crisis.

Some businesses—and some people—will emerge from today’s economic tumult stronger and more dominant than when it started. Others will weaken and fade. It all depends on critical choices they make right now.

Geoff Colvin, one of America’s most respected business journalists, says even the scariest turbulence has an upside. The best managers know that conventional thinking won’t help them in tough times. They’re taking smart, practical steps—frequently unconventional and even counterintuitive—that will not only keep them strong, but will also distance them from the pack for years to come.

The dozens of top-performing leaders Colvin interviewed reject the common view that slashing costs and firing employees are the only effective tactics. They see volatility as a rich opportunity to reinvent their organizations and lay the ground-work for future growth.

Colvin shows us how these strategies really work, using examples of major companies that have successfully applied them.

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