

# 《反向思考打败不景气 THE WEL》

## 图书基本信息

书名：《反向思考打败不景气 THE WELL-TIMED STRATEGY》

13位ISBN编号：9780131494206

10位ISBN编号：0131494201

出版时间：2006-1

出版社：7-09999

作者：Navarro, Peter

页数：244

版权说明：本站所提供下载的PDF图书仅提供预览和简介以及在线试读，请支持正版图书。

更多资源请访问：[www.tushu111.com](http://www.tushu111.com)

# 《反向思考打败不景气 THE WEL》

## 内容概要

Most companies ignore one of their best opportunities for honing competitive advantage: the opportunity to proactively manage business cycles and macroeconomic turbulence. Despite the profound impact that the business cycle has on the fortunes and fate of so many businesses large and small--and the employees and investors that depend on them--not a single book offers a comprehensive guide to strategically and tactically managing the business cycle. The Well-Timed Strategy shows how to manage not just the business cycle and industry cycles but also today's unprecedented level of macroeconomic turbulence. Peter Navarro shows how to align every facet of business strategy, tactics, and operations to reflect changing business conditions. Drawing on hundreds of examples, Navarro distills clear, simple management principles for managing economic upswings and downswings. Navarro addresses everything from inventory, production, and supply chain management to marketing, pricing, and long-term capital investment. Navarro presents examples from around the globe, ranging from Broadcom and Cemex to Paccar and Xilinx Chinese real estate developers to U.S. small caps. Clear, concise, and exceptionally readable, The Well-Timed Strategy makes complex macroeconomic forecasting easy to understand -- and even easier to act upon.

Introduction xvii Chapter 1: Strategies and Tactics of the Master Cyclist Executive 1 Chapter 2: Countercycling Your Capital Expenditures 15 Chapter 3: The Acquisitive Master Cyclist Buys Low and Sells High 39 Chapter 4: The Art of "Cherry Picking" and Other Well-Timed Tactics of the Human Resources Manager 55 Chapter 5: "Macromanaging" Your Production, Inventory, and Supply Chain 75 Chapter 6: Master Cyclist Marketing Through the Business Cycle Seasons 95 Chapter 7: Pricing the Cycle and Managing Credit and Account Receivables 111 Chapter 8: Proactive Profiting From Oil Price Spikes, Interest Rate Hikes, and Exchange Rate Risks 129 Chapter 9: When You Can't Beat the Business Cycle, Hedge Its Risks! 149 Chapter 10: Surviving--and Prospering from--the Economic Shocks of War, Terrorism, Drought, and Disease 169 Chapter 11: The Master Cyclist's Favorite Forecasting Tools 185 Concluding Thoughts 211 Appendix A: The Master Cyclist Project's Treasure Trove of Data and All-Star Team 213 Appendix B: A Business Cycle Primer 223 Notes 233 Index 239

# 《反向思考打败不景气 THE WEL》

## 书籍目录

Introduction Chapter 1: Strategies and Tactics of the Master Cyclist Executive Chapter 2: Countercycling Your Capital Expenditures Chapter 3: The Acquisitive Master Cyclist Buys Low and Sells High Chapter 4: The Art of “Cherry Picking” and Other Well-Timed Tactics of the Human Resources Manager Chapter 5: “Macromanaging” Your Production, Inventory, and Supply Chain Chapter 6: Master Cyclist Marketing Through the Business Cycle Seasons Chapter 7: Pricing the Cycle and Managing Credit and Account Receivables Chapter 8: Proactive Profiting From Oil Price Spikes, Interest Rate Hikes, and Exchange Rate Risks Chapter 9: When You Can ’ t Beat the Business Cycle, Hedge Its Risks! Chapter 10: Surviving—and Prospering from—the Economic Shocks of War, Terrorism, Drought, and Disease Chapter 11: The Master Cyclist ’ s Favorite Forecasting Tools Concluding Thoughts Appendix A: The Master Cyclist Project ’ s Treasure Trove of Data and All-Star Team Appendix B: A Business Cycle Primer Notes Index

# 《反向思考打败不景气 THE WEL》

## 精彩短评

### 1、英文原版

# 《反向思考打败不景气 THE WEL》

## 版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:[www.tushu111.com](http://www.tushu111.com)