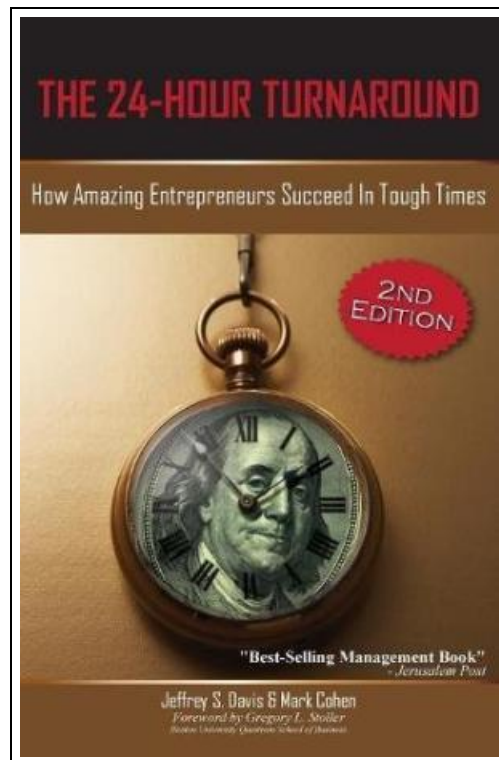


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HAPPY ABOUT, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Small businesses power America. Defined as firms with fewer than 500 employees, they provide jobs for more than half of our private workforce and represent over 90 percent of all businesses in the United States. In our changing, uncertain economic climate, The 24-Hour Turnaround (2nd Edition), with its focus on stories of small and family-controlled entrepreneurial business success in a turbulent economy, is as relevant as ever. The authors, Jeffrey S. Davis and Mark Cohen, are uniquely qualified to write this book, a compilation of case studies highlighting entrepreneurial styles, innovations, and triumphs. Since 1985, Jeffrey's consulting company, Mage LLC, has provided guidance, expertise, and counsel to over 700 small and family-operated businesses and organizations on issues ranging from short- and long-term strategy, marketing, and sales to organizational and transitional issues. This book identifies and examines the most common situations Mage LLC has encountered with entrepreneurs and owners of private companies. The case studies, based on the authors' extensive experiences with individual entrepreneurs and their organizations, highlight means and methods by which business leaders can achieve their visions and goals, regardless of the nature of the market or the economy. The 24-Hour Turnaround (2nd Edition) focuses on leadership, attitudes, strategies, and tactics. It provides a blueprint for entrepreneurs to navigate their organizations through uncertain and always-shifting economic environments. It illustrates the benefits of change and teaches entrepreneurs how to go about making real change that creates business stability, growth, and long-term success. It narrates and outlines situations that entrepreneurs can immediately relate to with practical examples and offers models for making quick and concrete modifications, remaining open to new ideas while still honoring tradition and company history. Designed as a practical and...

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