



Survival in the Sea of Economic Chaos: Perspectives on Leadership Actions for Businesses in Crisis

Carol L Fatuzzo

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RECESSION. UNEMPLOYMENT. FORECLOSURE. BANKRUPTCIES. There is no end in sight to the roller coaster of economic change. In other words, today, whether or not there is an official recession, economic “chaos” remains. This new reality, intensified by increasingly interconnected global economies, is unlikely to change, although the causes of the chaos may. Earthquakes, tsunamis, political uprisings, volatile oil prices, bankrupt nations are just a few examples of external forces that can and do start the tremors that produce giant waves of economic chaos. What are the consequences? Businesses will continue to experience financial crises, frequently unanticipated and often created by events outside of their control. How businesses can survive these crises and achieve stability in our turbulent world is the focus of “SURVIVAL IN THE SEA OF ECONOMIC CHAOS.” To be more specific, business survival in times of crisis depends on leaders and their decisions. What should these actions be, and what kind of leadership is needed? To answer these questions the book explores different possible leadership survival actions. According to the book, “We provide assistance to leaders in identifying and assessing alternative routes that could be taken and understanding the terrain involved. Then it’s up to these leaders to use that information to guide their businesses to safe shores.” In its three sections, the book looks at both short-term and long-term business survival in disruptive economies such as today’s. Numerous examples and references are provided to illustrate key approaches for evaluating and choosing different possible actions. Then the book turns the spotlight on the leaders themselves and the key leadership elements needed for business survival in times of crisis. This is what the authors call “Dynamic Business Leadership”. Whether you are an experienced business leader, someone who is thinking of starting a business, or a student of business, “SURVIVAL IN THE SEA OF ECONOMIC CHAOS” will provide you with practical ideas on ways to keep businesses afloat AND to breathe new life into them – even in a tough and disruptive economy. So the stage is set. Businesses are adrift in the treacherous sea of economic chaos. To find out more about steering them towards safe shores, we invite you to sail with the Fatuzzos through the stormy business seas.

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