



Accelerating out of the Great Recession: How to Win in a Slow-Growth Economy: How to Win in a Slow-Growth Economy

David Rhodes, Daniel Stelter

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"What better opportunity than now to strengthen your business and come out of the recession even stronger? David Rhodes and Daniel Stelter provide an easy-to-understand perspective on the current economic environment, and some practical strategies to help readers come out ahead. A timely read for all who care about their business."

—Paul Polman, CEO, Unilever

"This is the most comprehensive assessment of the global economy that I've seen and is a must-read for any business, economic, or governmental-related leader".

Jeff M. Fettig, Chairman & CEO, Whirlpool Corporation

"A fascinating account of the causal factors of the meltdown and what we can do to avoid repetition."

Sanjay Khosla, Executive Vice President and President, International for Kraft Foods

"This book combines brilliant analysis and strategic insight with a clear message: Companies that want to play a role in tomorrow's markets must act immediately. There's no place for complacency. The opportunities in the post-crisis world are good--and better than many might think."

Dr. Jürgen Hambrecht, CEO, BASF

"The lessons from companies that came out winners during past recessions are invaluable in the current context. Rhodes and Stelter strike a welcome note of optimism in today's tough times by showing that companies can do a lot to thrive when the global economy is struggling."

Dr. Dieter Zetsche, CEO, Daimler

"There are great lessons for today's chief executives: well-managed companies can prosper in the downturn and accelerate faster than their competitors in the upturn. Rhodes and Stelter have dug deep into history to vividly show how companies can do it."

Dr. Martin C. Halusa, CEO, Apax Partners Worldwide LLP

From the world's leading business strategy consultancy comes this essential guide to prospering in the aftermath of what is being called the Great Recession

Accelerating Out of the Great Recession, by The Boston Consulting Group's David Rhodes and Daniel Stelter, is a call to action for today's executives. It shows how companies can win in a slow-growth economy by seizing the initiative--differentiating themselves from less fleet-footed rivals and executing their strategies with single-minded determination.

It combines comprehensive and big-picture analysis of the global economic meltdown with smart management advice on how to win in an era of greater competition. The book is underpinned by a historical review of great companies that survived and thrived in past downturns, along with two new surveys of top

executives and insights drawn from discussions with corporate leaders around the world. As such, it offers the clearest, most authoritative assessment yet of some present-day trends and "new realities"--and what they mean for business.

Accelerating Out of the Great Recession shows today's executives how to:

- Learn from the decisive actions taken by companies such as General Electric, IBM, and Proctor & Gamble in order to accelerate out of past downturns
- Take the fight to your competitors--diversify and expand now, while other businesses are affected by the downturn
- Shake off conventional wisdom to protect and grow your market share
- Develop a new managerial mindset for today's tough times

Backed by exceptional research and outstanding, up-to-the-minute advice, *Accelerating Out of the Great Recession* explains the magnitude and enduring nature of changes that have taken place in the global economy and how you can outperform today to create and sustain an advantage over your competitors for the long haul.



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Alice Navarro:

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