



Agile Business for Fragile Times : Strategies for Enhancing Competitive Resiliency and Stakeholder Trust

Mary Pat McCarthy, Mary McCarthy

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Battle-tested strategies for business success in brutal financial environments

A successful company must be prepared to thrive in any environment. *Agile Business for Fragile Times* provides managers and executives with innovative techniques to withstand the challenges and see the opportunities in a recession. This timely book provides the necessary strategic, financial, and operational steps managers should execute during down times to ensure that their organizations are properly prepared for the inevitable economic rebound.

M&A dos and don'ts . . . tips for poaching talent from competitors . . . guidelines for business process optimization and margin enhancement . . . All these and more receive in-depth coverage, along with battle-tested insights and case studies from leading companies around the world.

The book's three-stage process walks the reader through:

- Strategy Suggestions to "prioritize, digitize, and optimize" to anchor strategy
- Execution Specific business processes and issues for delivering on strategy
- Implementation Straightforward, practical recommendations for putting strategy to work

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