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Corporate Turnarounds

Pradip Chanda



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Focusing on the asset utilization philosophy "Corporate Turnarounds" reveals practical, action-oriented methods that can be implemented in a wide variety of turnaround situations. Covering areas from protection of jobs to selection of the ideal CEO, this work argues against surgical cost cutting, reduction of workforce and factory shutdowns in favour of better utilization of the existing assets of a struggling firm, in order to restore it as a vital viable organization.

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