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Titolo	Crunch point [[electronic resource]] : the 21 secrets to succeeding when it matters most / / Brian Tracy
Pubbl/distr/stampa	New York, : American Management Association, c2007
ISBN	1-281-12867-8 9786611128678 0-8144-3013-9
Descrizione fisica	1 online resource (127 p.)
Disciplina	658.4/09
Soggetti	Success in business Entrepreneurship Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Stay calm -- Be confident in your abilities -- Dare to go forward -- Get the facts -- Take control -- Cut your losses -- Manage the crisis -- Communicate constantly -- Identify your constraints -- Unleash your creativity -- Focus on key result areas -- Concentrate on priorities -- Counterattack! -- Generate cash flow -- Care for your customers -- Close more sales -- Keep things simple -- Conserve your energy -- Make your connection -- Character is king -- Pull it all together.
Sommario/riassunto	It's inevitable: no matter what industry, no matter how well run the company or department, unexpected problems emerge, setbacks occur, and crises arise. The difference between success and failure during these crucial moments is in how (and whether) one rises to the occasion. In Crunch Point, success expert Brian Tracy lets readers in on the secrets to shining in the kind of tough situations that make others fall apart. Written in Tracy's trademark direct style, each short, to-the-point chapter is packed with powerful techniques that will enable readers to deal swiftly and effectively with any difficulty that comes their way. The book presents proven strategies to: * stay calm * take control of the problem * communicate clearly and quickly with key people * project confidence and authority * eliminate barriers blocking

a speedy resolution * focus on key result areas * tap one's inner reserves of energy and strength * and much more! With Crunch Point, readers will not only learn how to survive the most stressful and difficult situations -- but thrive in the face of tremendous pressure and come out a winner.
