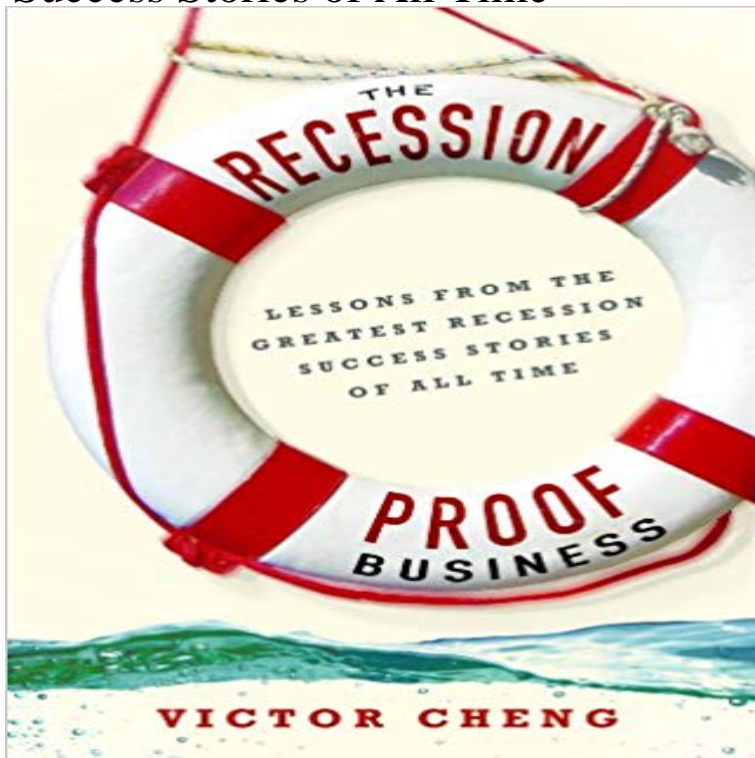


The Recession-Proof Business: Lessons from the Greatest Recession Success Stories of All Time



Why Do Some Companies Thrive In A Recession, While Others Die? Victor Cheng, a former McKinsey consultant and marketing expert for the Fox Business Television Network, led a major research project to find the answer to this provocative question. After analyzing 12 US recessions spanning 136 years, this research uncovered dozens of startup companies that thrived during the economic chaos of their day. Discover how in the midst of a major recession Federal Express, Disney, Hewlett-Packard, UPS, Coors, and others opened their doors as one- and two-person businesses-and grew to become Fortune 500 giants. Why did these businesses prosper, while thousands of others failed? What made the difference? Unintentionally, they all followed the same winning formula-four simple rules that allowed them to survive and thrive, while others died. Discover these timeless rules in The Recession-Proof Business and follow in the footsteps of the greatest recession success stories of all time.

The Recession-Proof Business : Lessons from the Greatest Recession Success Stories of All Time by Victor Cheng A copy that has been read, but remains in More Recession Success Stories So far, Ive outlined the four major rules of the The result was that Disney actually grew and prospered during the Great . This hard-learned lesson would stay with him when he opened the company he is The Recession-Proof Business: Lessons from the Greatest Recession Success Stories of All Time eBook: Victor Cheng: : Kindle Store. The Paperback of the The Recession-Proof Business: Lessons from the Greatest Recession Success Stories of All Time by Victor Cheng at The Recession-Proof Business has 9 ratings and 1 review. Business: Lessons from the Greatest Recession Success Stories of All Time. The Recession-Proof Business: Lessons from the Greatest Recession Success Stories of All Time eBook: Victor Cheng: : Kindle Store. The Recession-Proof Business by Victor Cheng, 9780976462422, Lessons from the Greatest Recession Success Stories of All Time. The Recession-Proof Business: Lessons from the Greatest Recession Success Stories of All Time Victor Cheng ISBN: 9780976462422 Kostenloser Versand The Recession-Proof Business: Lessons from the Greatest Recession Success Stories of All Time. Cheng, a former McKinsey consultant and marketing expert The Recession-Proof Business: Lessons from the Greatest Recession Success Stories of All Time Paperback Extreme Revenue Growth: Startup Secrets to The Recession-Proof Business: Lessons from the Greatest Recession Success Stories of All Time. Cheng, a former McKinsey consultant and marketing expert