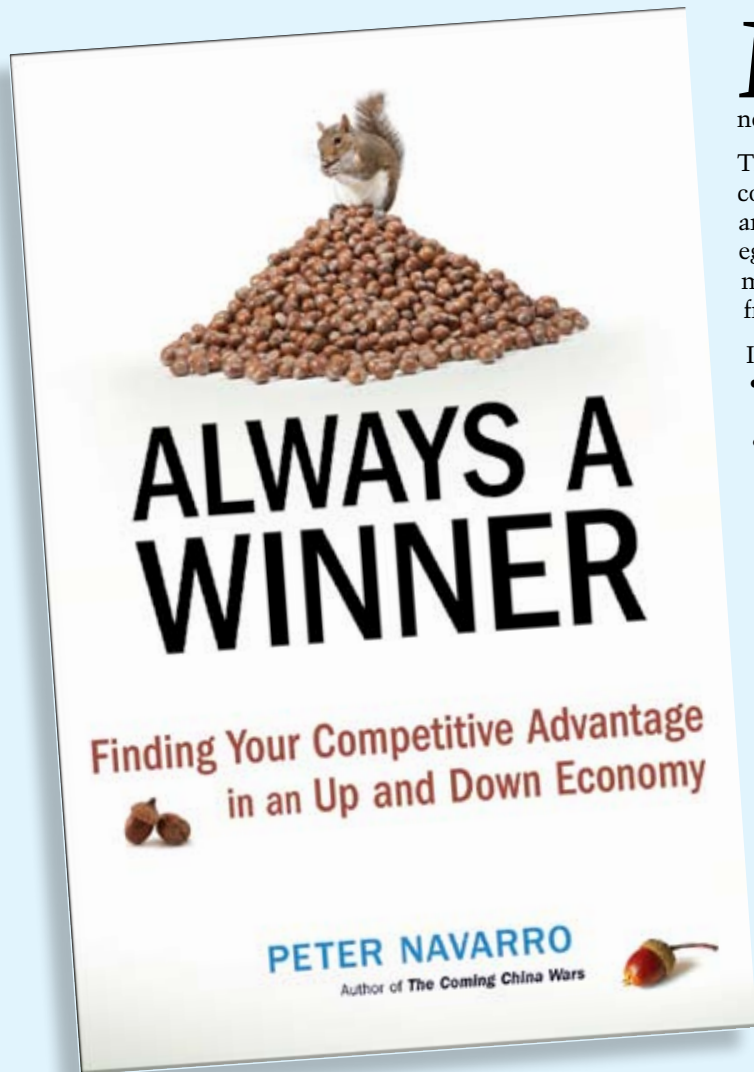


# Recessions are far more dangerous than any 10 competitors.



**M**ost companies make a lot of money during economic expansions and lose a lot of money during recessions. That is the way it has always been. That is the way it need not always be.

This book will show you how to “always be a winner” over the course of the entire business cycle—not just when economic times are good. To do this job, this book will arm you with all the strategies and tactics and forecasting tools you will need to profitably manage your organization through the business cycle seasons—from the best of boom times to the worst of recessionary times.

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## About the Author:

**Peter Navarro** is the accomplished author of the best selling, *The Coming China Wars*, the path breaking *The Well-Timed Strategy*, and the investment book, *If it's Raining in Brazil, Buy Starbucks*. He is a regular CNBC contributor and has been featured on 60 Minutes. He is Professor at the Merage School of Business, University of California-Irvine. He received his Ph. D. in economics from Harvard University. Professor Navarro’s unique and internationally recognized expertise lies in his “big picture” application of a highly sophisticated but easily accessible macroeconomic analysis of the business environment and financial markets for investors and corporate executives. His articles have appeared in a wide range of publications, from *Business Week*, the *Los Angeles Times*, *New York Times*, and *Wall Street Journal* to the *Harvard Business Review*, the *MIT Sloan Management Review*, and the *Journal of Business*. His free weekly investment newsletter is published at [www.peternavarro.com](http://www.peternavarro.com)