

Into Profit: Turning Your Company Round for Dramatic Results



Into Profit is a book for the business manager who wants to turn his company round from poor, or even no profit, into greater profit.

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leaders role is to turn separate initiatives into a balanced, integrated program Ask your management team what a good business plan looks like, and you will Poor results are invariably the result of focusing efforts along only one or . 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another round of cuts. This can lead to a spiral, where further cuts in spending lead to weak results and It is tempting to just push the profits off into the future, concluding that profit will