



Recession Storming: Thriving In Downturns Through Superior Marketing, Pricing And Product Strategies

Rupert M. Hart

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The #1 book on Marketing in a Recession on Amazon. com for over 3 years. It was published in early 2008, 9 months before it was announced that we had been in recession since December 2007. So you've cut costs, now what? You just can't cut your way to greatness and "Recession Storming" will get you out into action with new strategies to squeeze more revenue from your customers, increase margin by resisting price pressure, change the game with recession-specific product-offerings, and expand into new markets. There are over 100 marketing strategies from 80 companies from 5 recessions and 40 industry downturns. 5 star-rated by reviewers like you: "This book really amazed me for how practical its advice is." "Very practical ...Neat stuff, timely advice." Invaluable for business owners, marketing teams, investors and consultants. Just one idea will repay the price of the book many times over. Also available in extended version (with chapters on costs and acquisitions) as The "Recession Storming" Handbook of Recession & Recovery Strategy (qv). Reach the author at Rupert@RecessionStorming.com

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