



Thriving in the New Economy: Lessons from Today's Top Business Minds

Lori Ann LaRocco

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Survive and thrive in today's economy

These are make-or-break times for business leaders. In today's defining moment, the "New Economy," CEOs and other leaders in a wide variety of industries must face unprecedented conditions.

Thriving in the New Economy gives you a unique look into some of today's best economic and business minds. A series of close profiles, the book offers inspirational personal stories, useful advice, and actionable strategies you can use immediately to skirt financial peril, seize opportunities, and flourish in the New Economy.

- Profiles include financial publisher Steve Forbes, The Vanguard Group founder Jack Bogle, Former National Economic Council Director and Former Special Assistant to the President on Economic Policy Lawrence Lindsey, former FDIC chair Donald Powell, Saks CEO Steve Sadove, Toyota Motor Sales U.S.A. President Jim Lentz, legendary vulture investor Wilbur Ross and more
- Looks at how leaders in economics, banking, automobiles, real estate, and retail are not just avoiding the unraveling economy, but actively evolving and growing their businesses
- Foreword by H. Wayne Huizenga; Afterword by Rudy Giuliani

If you're looking for the way forward through today's business wilderness, *Thriving in the New Economy* lets you in on how some leaders use challenges not just to survive but thrive.

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