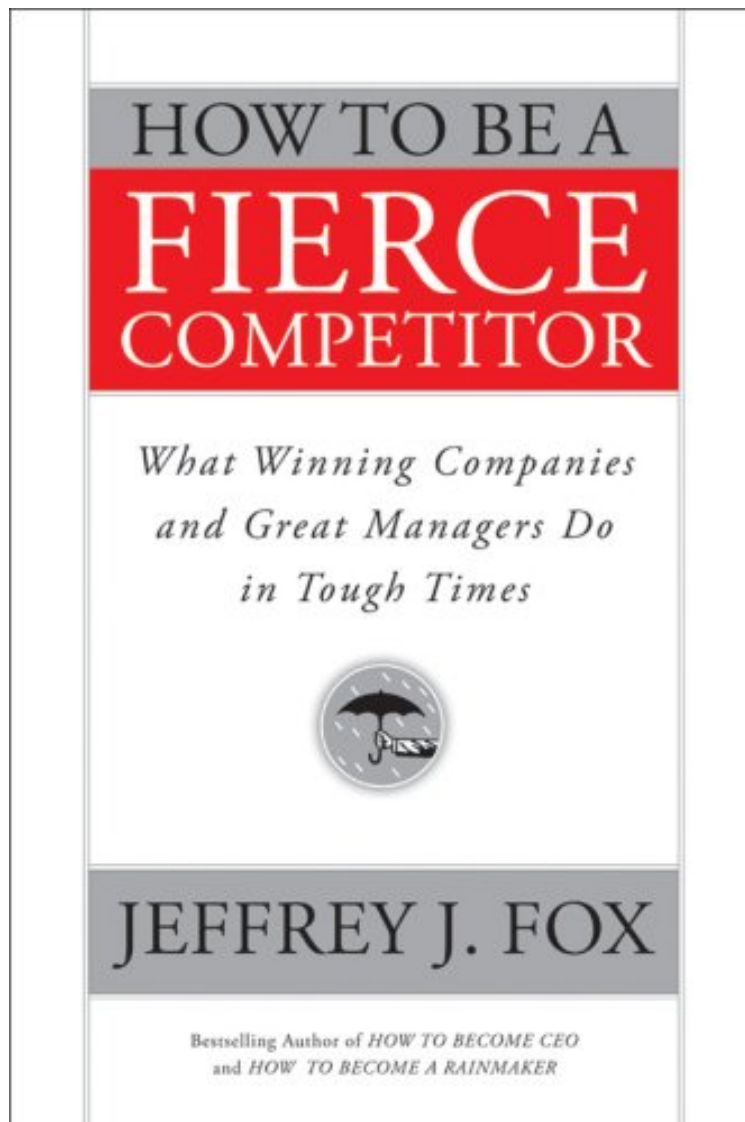


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## How to Be a Fierce Competitor: What Winning Companies and Great Managers Do in Tough Times

Jeffrey J. Fox

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**Jeffrey J. Fox : How to Be a Fierce Competitor: What Winning Companies and Great Managers Do in Tough Times** before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Be a Fierce Competitor: What Winning Companies and Great Managers Do in Tough Times:

2 of 2 people found the following review helpful. Concise, but packed with great, practical strategies. By Kevin C. Maki President Grover Cleveland said "In calm waters every ship has a good captain." Economic downturns produce

both challenges and opportunities for business owners and managers. Those who survive (fierce competitors) often emerge stronger and with greater market share taken from competitors who went under or into hibernation. Like many of Fox's other books, this is short enough to be read in an evening and it contains no fluff or filler. It is loaded with great ideas, strategies and action items. I have already been able to implement some in my own business with good results. Incidentally, my favorite of Jeffrey Fox's books is *How to Make Big Money in Your Own Small Business*. If you are a small business owner, you may want to consider buying the books as a set. I am confident that you will get a good return on investment from the time you spend reading both. 0 of 0 people found the following review helpful. Good for new entrepreneurs By A Customer I liked simplicity of book and real life experiences. I will recommend everyone and always focus on what you want to achieve. Thanks! 1 of 1 people found the following review helpful. book written to catch fishermen By Customer As Zig Ziglar said in his book, many books written to capture fishermen and not teaching fishermen how to fish. This book is definitely written to capture fishermen. Do not fall for the net!

From best-selling author Jeffrey J. Fox, how the savvy see opportunity -- and capitalize on it Economic downturns separate the winning companies from the struggling. And as best-selling author Jeffrey J. Fox shows, tough times also give solid companies, strong managers, and potential rainmakers the opportunity to seize market share. In this eminently readable, practical resource for business leaders and managers, Fox explains exactly how the savvy few who rise to the top stay focused and alert, get new market share, hire good recently fired talent, increase investments into customer service, speed innovation, train all customer facing people, make acquisitions, get rid of underperformers, build brand names, pay for measurable performance, and lots more. Potential rainmakers, CEOs, marketing superstars, and great bosses have long turned to Jeffrey J. Fox for advice. Now he shows exactly what to do to weather any climate.

Fox (*How to Become a Rainmaker*) explores the best practices of fierce competitors and how they gain market share, seize opportunity, and win when the stakes are the highest. With multiple bulleted lists of key action items, he swiftly covers a wide array of timely topics, including why bad times are actually good times, the benefits of piling up cash in tough times, and being cautious while showing fearlessness. He also encourages executives to play relevant "what if" games, always have a plan, stay off magazine covers, and be obsessive about execution. Of particular value are the sections on employee relations, which offer counterintuitive actions that reap big rewards on reserved executive parking spots, unionization, nurturing those hired and acquired, pruning dead wood, and cutting out all bureaucracy. This concise book will give motivated managers and executives the guidance they need to successfully bring their organizations to the next level. (Mar.) (Publishers Weekly, January 25, 2010) "The new book is comprised of 60 Chapters. You could read it in a sitting, or more likely, a flight from New York to Chicago. And as with every Jeff Fox book and every Jeff Fox page, you might wish it was printed on only one side of each page, so you could take the entire book apart and paste the pages all over your office and even your bathroom. This is stuff you want to remember and use and share with your colleagues every day, because there is no way you can follow Fox's advice and not succeed in business and in life." —Huffington Post, March 12, 2010-03-24 "This concise book will give motivated managers and executives the guidance they need to successfully bring their organizations to the next level." —Publishers Weekly, January 1, 2010 About the Author Jeffrey J. Fox is the founder and president of Fox Company, Inc., a marketing consulting firm that specializes in marketing strategy development, innovation, enhancement, and selling skills training. In addition, Fox is a popular speaker and the acclaimed author of a series of hard-hitting international business best-sellers, *How to Become CEO*, *How to Become a Rainmaker*, and *Secrets of Great Rainmakers* among others.