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# **Rightsizing Your Business: Breakthrough Strategies to Create a Flexible and Profitable Business in Any Economy**

*Bill Welter*

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# **RIGHTSIZING YOUR BUSINESS**

BREAKTHROUGH STRATEGIES TO CREATE  
A **FLEXIBLE AND PROFITABLE** BUSINESS  
**IN ANY ECONOMY**

BILL WELTER



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Ever since the recession hit, "downsizing" has been the corporate mantra. Cut overhead, increase profitability, and the future will take care of itself. Most pundits agree that this is a shortsighted approach, especially in a volatile economy. While cutting overhead increases quarterly profit in the short term, it weakens an organization for the longterm. As result, "rightsizing" has become the new tool remain profitable and competitive. It forces the organization to reevaluate its goals, its market position both past and present, and where it wants to be in the future. This results in constructive measures that underscore the strengths of the organization to meet its goals for the future. *Rightsizing Your Business*, written by noted management expert, Bill Welter, is the first book either in e-format or print that clearly and concisely explains this important shift in management strategy and shows any business to proceed with effective rightsizing.