

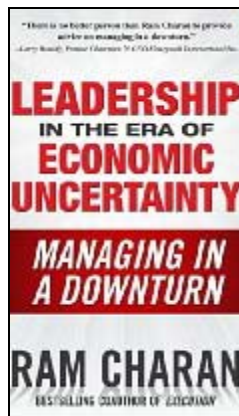


GOOD Network Book Club
Monday, July 20th, 2009 at 6:30pm

Please RSVP to Anisa Singh at Anisa.Singh@UniversalOrlando.com

Leadership in the Era of Economic Uncertainty

Ram Charan



In Leadership in the Era of Economic Uncertainty, Ram Charan helps you steer your business through the minefield of contracting markets, cash shortages, and ongoing uncertainty. No matter what your leadership role, Charan's insight will help ensure that your business emerges leaner, stronger, and well in front of the competition.

"We will not know when we have turned the corner, and we cannot envision the shape and scope of the world that will emerge," Charan writes. "What we can be sure of is that this is a time of tumultuous change, and with change come both danger and opportunity."

In this concise and highly accessible guide, the author provides practical actions you can execute immediately to:

- Protect cash flow vigilantly, even daily, and use cash more efficiently
- Use ground intelligence to survive the storm and position your business to thrive in the aftermath
- Develop a better understanding of your customers
- Reevaluate your pricing strategy and capital expenditures.
- Use cost cutting strategically

With examples and case studies, *Leadership in the Era of Economic Uncertainty* illustrates how leaders at DuPont, Hanesbrands, Wipro, and other companies used Charan's techniques to get results.

Location: **Jason's Deli**

2915 Colonial Dr., Orlando, FL 32803

407-898-9806

<http://www.jasonsdeli.com/location/ORF>

Come prepared to share and discuss the following questions (and bring your own questions and stories!)

- What strategies did different companies use to combat the weak econ? How successful were they?
- What suggestions can you use from the text to guide leaders you consult with?
- Would you recommend this book to others on your leadership team or your staff? Why or why not?

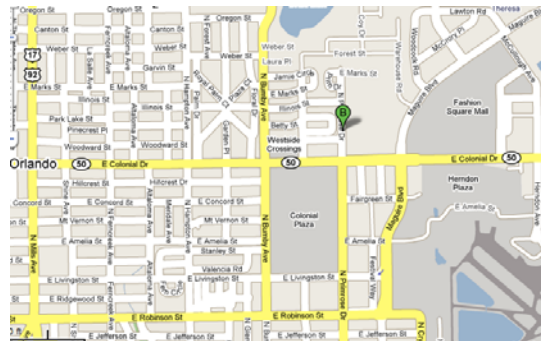
DIRECTIONS

Jason's Deli

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<http://www.jasonsdeli.com/location/ORF>

- 5-10 minutes from I-4 Exit 83B (Hwy 20/Amelia/US-92 exit)
- Jason's is located in the strip mall with Target, Pei Wei, and Plato's Closet on the corner of Maguire and Hwy 50 adjacent to the Fashion Square Mall



To order the book, please visit
your favorite bookstore/library!

Need other information or last minute directions? Please call [Anisa Singh](mailto:Anisa.Singh@goodnetwork.org), Vice President Development, Greater Orlando Organizational Development (GOOD) Network [407-538-1447](tel:407-538-1447)