



Always a Winner: Finding Your Competitive Advantage in an Up and Down Economy

Peter Navarro

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"In much the same way that *Good to Great* uncovered hitherto hidden secrets of highly successful companies, Navarro's *Always a Winner* uses extensive research to reveal the overriding importance of learning how to forecast and strategically manage the business cycle for competitive advantage. In doing so, this book provocatively explores a critical aspect of successful management virtually untapped by the existing strategy literature." —**Dan DiMicco, Chairman and Chief Executive Officer, Nucor Steel**

"*Always a Winner* is an important and timely guide to thriving in challenging economic times. Prof. Navarro deftly bridges the academic and business communities, showing corporate leaders how to read economic tea-leaves to anticipate business cycles. His "Master Cyclist" credo offers many practical tips and real-world case studies for steering companies through turbulent economic seas." —**Mark Greene, Ph.D, Chief Executive Officer, FICO (Fair Isaac Corp.)**

"Navarro's *Always a Winner* shows why forecasting the economy with a ruler can be lethal for corporate executives and money managers. He demonstrates how to skillfully anticipate the ups and downs of the economy and successfully navigate through them. The current economic crisis clearly demonstrates why this book is so important to have on your bookshelf." —**Mark Zandi, Chief Economist and Cofounder of Moody's Economy.com**

"*Always a Winner* is required reading for every entrepreneur, money manager, and independent investor hoping to outperform the market and retire one day." —**Mark T. Brookshire, Founder of StockTrak.com and WallStreetSurvivor.com**

" Navarro's wealth of real world examples will show you how to make both economic recessions and recoveries invaluable allies in executing competitive corporate strategies. A must read!"
—**Lakshman Achuthan, Managing Director, Economic Cycle Research Institute**

Why recessions are far more dangerous than any 10 competitors

Most companies make a lot of money during economic expansions-and lose a lot of money during recessions. That is the way it has always been. That is the way it need *not* always be.

This book will show you how to "always be a winner" over the course of the entire business cycle-not just when economic times are good. To do this job, this book will arm you with all the strategies and tactics and forecasting tools you will need to profitably manage your organization through the business cycle seasons-from the best of boom times to the worst of recessionary times.

In this book, you will learn to

- Forecast movements and key recessionary turning points in the business cycle
- Implement a set of powerful "battle-tested" strategies over the course of the business cycle
- Rebuild your organization with a strategic business cycle orientation and thereby make it much more recession-resistant and resilient over the longer term

The forecasting tools and management strategies revealed in this book have been developed over the last five years by the author-the world's leading expert on managing the business cycle for competitive advantage.

By learning to strategically manage the business cycle, your organization will be able to create a powerful competitive and sustainable advantage over its rivals and thereby find the grail sought by every executive team in the world-superior financial performance.

In this way, *Always a Winner* provides you with the in-depth insight and practical advice you need to help your company survive and thrive in the increasingly risky conditions of the 21st century.

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