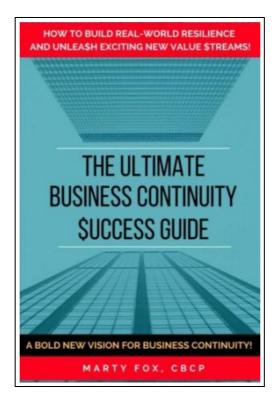
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Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. What keeps you up at night? Hurricanes, earthquakes, blizzards, power outages, terrorism or cyber attacks? Will you be ready when disaster strikes? Will you be cool, calm and confident when your phone rings at 2:00 a.m. and the future of your entire organization is at stake? Organizations are under siege from an increasing number of natural and man-made disruptive events. One crisis can destroy your organization and impact the lives of all involved. The Ultimate Business Continuity Success Guide demonstrates how cutting-edge preparation techniques and tools can make your business unbreakable while increasing revenue and reducing your expenses. Marty Fox, a Certified Business Continuity Professional, has successfully guided companies through hundreds of disruptive events. Fox says, businesses often think planning for a crisis is an unnecessary expense. My experience proves the opposite. Companies that do not plan are gambling on their future and often leave significant money on the table . I have developed techniques to flip the crucial planning equation from an expense to a profit center. The book features 1001 proven tips, techniques and tools you can use to build resilience and discover hidden growth opportunities. It goes beyond the usual lists of what to do and explains how to do it . Easy-to-follow case studies are included to demonstrate how you can build resilience in the real-world. You will learn: How to protect your organization in an increasingly dangerous world How to avoid common pitfalls that can severely impact or destroy your business How to become real-time aware of critical threats and opportunities How to build a resilience program that works while you sleep How to increase revenue as a product of planning How to reduce expenses as a...

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