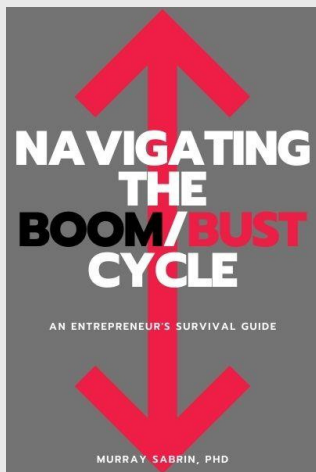


Navigating the Boom/Bust Cycle: An Entrepreneur's Survival Guide

Will Your Business Be Prepared When the Bubble Bursts?

Sabrin's book is a must guide for corporate executives, managers, and business owners, for any size company; and for MBA students and executives in professional education programs and seminars to assist them better manage their companies during the boom-bust cycle. The business cycle in the United States has been characterized booms and busts for decades. But how can corporate executives and their firms not just survive—but also thrive—when economic bubbles burst? And how can small business owners steer their companies during the business cycle so they too can thrive and survive.

This book is designed to give them tools and strategies to do that. After that grounding in fundamentals, readers are given specific tools and strategies that entrepreneurs and executives can use to help their companies prepare for when the next bubble bursts.



Ancillary materials available!



Dr. Murray Sabrin was a member Ramapo College business faculty from 1985-2020. On January 25th 2021, the Board of Trustees awarded Dr. Sabrin Emeritus status for his scholarship and professional contributions during his career. Sabrin's essays have appeared in Commerce Magazine, Mid-Atlantic Journal of Business, Nonprofit Management & Leadership and Privatization Review among other publications.

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