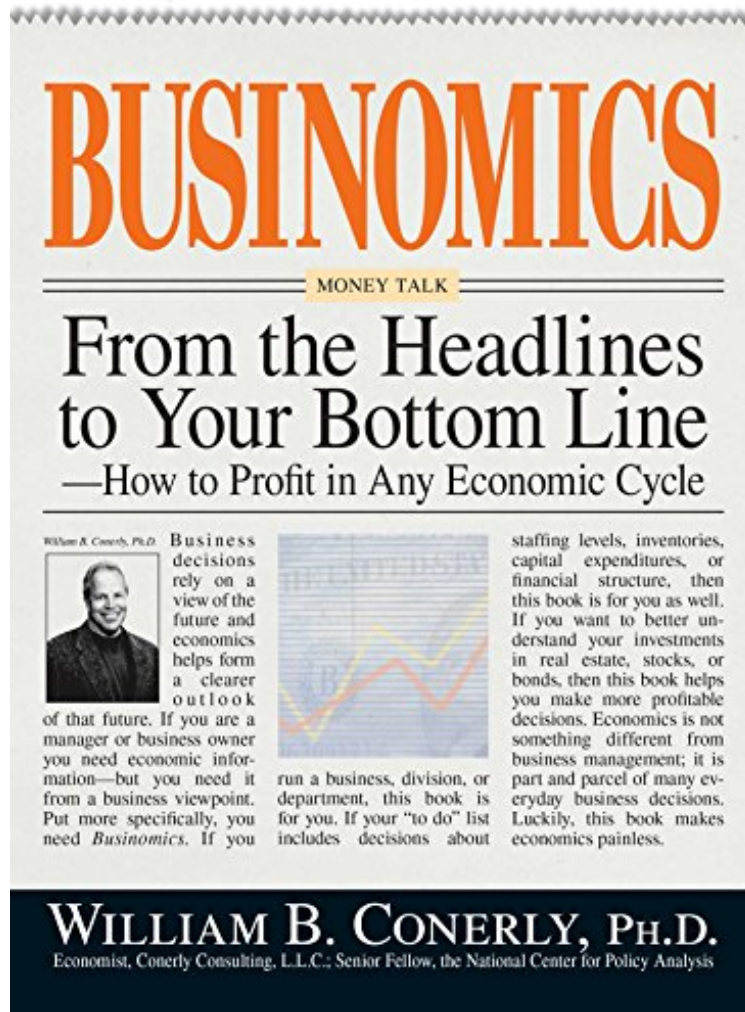


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Businomics From The Headlines To Your Bottom Line: How to Profit in Any Economic Cycle

William B Conerly

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3 of 3 people found the following review helpful. Must-reading for serious business managersBy Victor Sidhu"Businomics" is one of the few books on business that may actually help someone other than the book author. Unlike celebrity books from Jack Welch or Lee Iacocca, or jargon-filled tomes from academics, this relatively short reading promises to help you make more profitable business decisions through a better understanding of the economy. It delivers. The author cleverly educates you on basic economic principles without you even realizing what is going

on. This book is not full of hyped-up prescriptions or motivational hee-haw. Rather, it renders an understanding of how you can assess the economic forces pummeling your business: recessions, cycles, inflation, interest rates, market disasters and opportunities. It arms you to make an analysis with your own best understanding of the peculiarities of your own business. In a sense, it doesn't give you a fish, it trains you to go fishing. The author, with some humility, says his book is neither mathematical nor elegant. I would argue that for most business owners, this helpful reading is elegant in its simplicity. 0 of 0 people found the following review helpful. It's not just about the economy

By Chris R Bentley
A very insightful book. Every business owner should read this book. It's not just the economy, because as the book explains, it's what the economy is doing to your business sector or your investments. A turn down in the price of oil can be a boom for one sector and a bust for another sector. What this book does is explain how to interpret economic signs and apply to your specific business sector and how to manage through various economic cycles. Read this book even if you don't own a business, it's that good.

2 of 2 people found the following review helpful. Great for managers in transportation and commodities

By Nathan Arnold
The market fundamentals described by Conerly are made easier to understand. Managing isn't necessarily easier - just should be more relaxing. Best take home advice is to hoard cash during recession activity and/or buy shares are other capital investments cheap! The cycle will be short-lived according to Connerly - perhaps only 11-14 months - which coincides with the average duration of historical recessions.

Nathan Arnold
Kansas City, MO

Businomics connects the dots between the economy and everyday business decisions including: Staffing levels
Inventory Capital expenditures Financial structure Investments