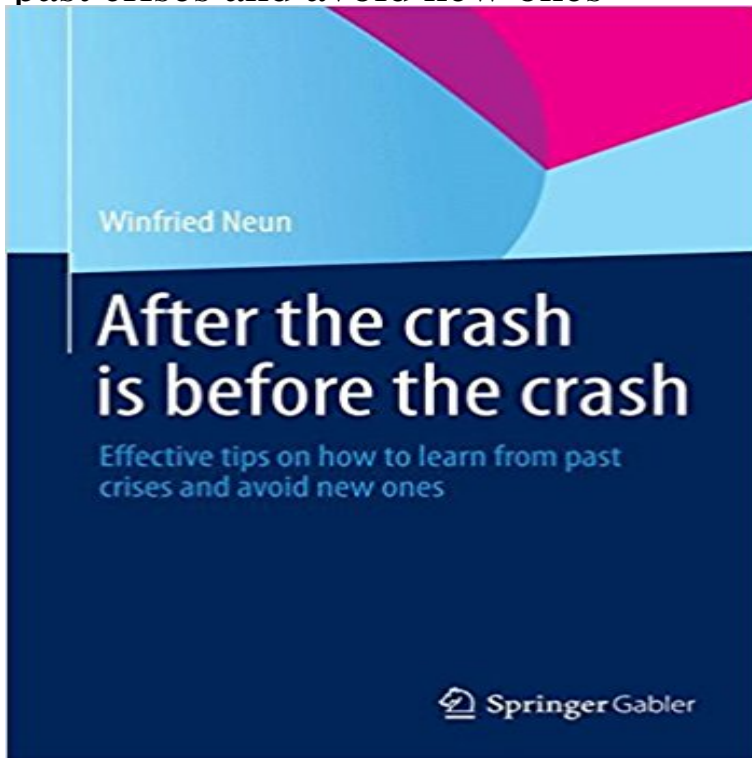


## After the crash is before the crash: Effective tips on how to learn from past crises and avoid new ones



The global economy is entering a new era. Triggered by the crash in EU countries in financial, banking and debt sectors, Europe is turning into a driving force for re-orientation. At the same time, psychology is becoming an increasingly decisive factor in business. In his book, business psychologist and innovation consultant Winfried Neun gives an impressive description of the background to the previous and current global crisis. Based on his experience in consulting, he lists clear examples of why business psychological factors are largely responsible for the development of crises and of what we as entrepreneurs, employers and employees can learn from this. An encouraging and provoking book! Winfried Neun has succeeded in presenting a plausible and helpful description of how executives and companies can handle economic crises. Prof. Max Otte, crisis economist, best-selling author and independent fund manager. A profound view of modern-day crises rather than a heavy-handed rant about the crash, Winfried Neun has managed yet again to create added value for managers. Frank Meyer, n-tv presenter

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