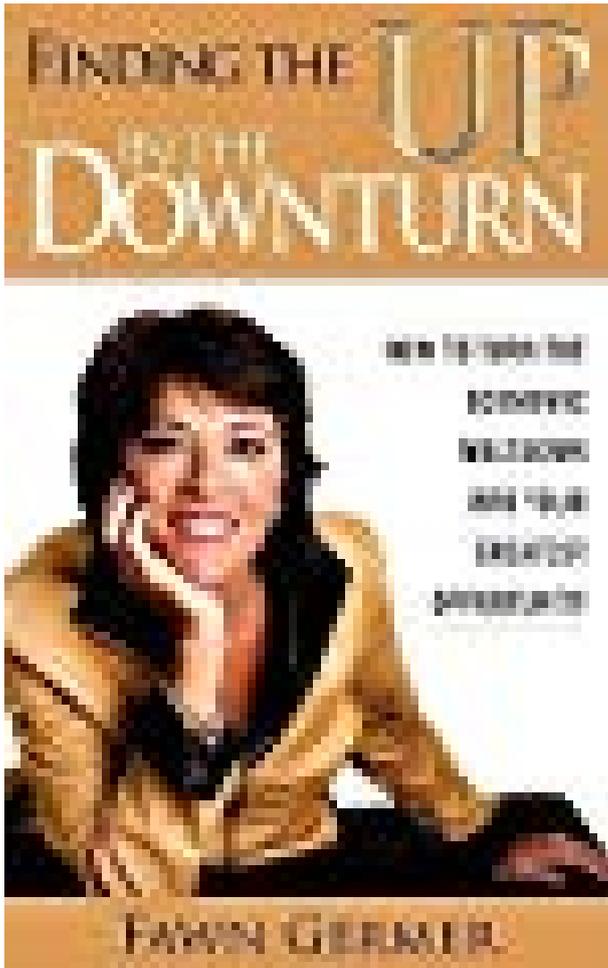


# Finding the UP in the Downturn



<b>ISBN10:</b>	0979546699
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Finding the UP in the Downturn How To Turn The Economic Meltdown Into Your Greatest Opportunity Fannie...

Freddie...Citi...

AIG...Bear Stearns...General Motors...Wall Street... Gas...

Health care... There's no hiding the ugly truth about the way things are these days. 'Things' are terrible. Look at all those indicators: Inflation. Unemployment. Housing. Automobiles. Stocks. Income...And yet...There is a Chinese proverb that says, "Fall down seven times, get up eight." Right now, as your co-workers, neighbors, friends and family members swallow their daily dose of bad news and see only bad times ahead, take a deep breath. While everyone else is giving in or giving up, your moment has arrived. Whether you want to gain ground in your corporate job, have recently been laid off, or are flirting with starting a business, a downturn can be the right time to charge ahead. Best-selling author Fawn Germer shows us how the one variable we can control - ourselves -- is our most powerful weapon in the battle for prosperity and success.

Germer documents that now is not the time to stop, but to accelerate. Germer's theory: Expect the worst, and you'll get it. When everyone else gives up, the window is wide open for those who don't. You can profit from a failing economy. If you give yourself an inch to fail, you will fail. You never know how close you are to turning the corner until you turn the corner. Companies are crying out for leadership, so stand up and lead. When you fall down, get back up FAWN GERMER once had a boss tell her she wasn't going anywhere. Germer showed him.

This bestselling author of five books has interviewed hundreds of the nation's most famous leaders and trailblazers to get their strategies and insights on success for her bestselling books. Germer lives by the motto, "Fall Down Seven Times, Get up Eight." She is a four-time Pulitzer-nominated journalist who wrote for The Washington Post, U.S. News and World Report and The Miami Herald. When she left journalism to write her first book, she encountered every obstacle imaginable. Her book was rejected by every major U.S. publisher, then released the day before 9/11. Germer's perseverance made that book a bestseller and turned Oprah Winfrey into a fan. When Oprah told the world how "very inspiring" Germer's writing was, her speaking career took off. She now keynotes for major corporations and organizations around the globe.