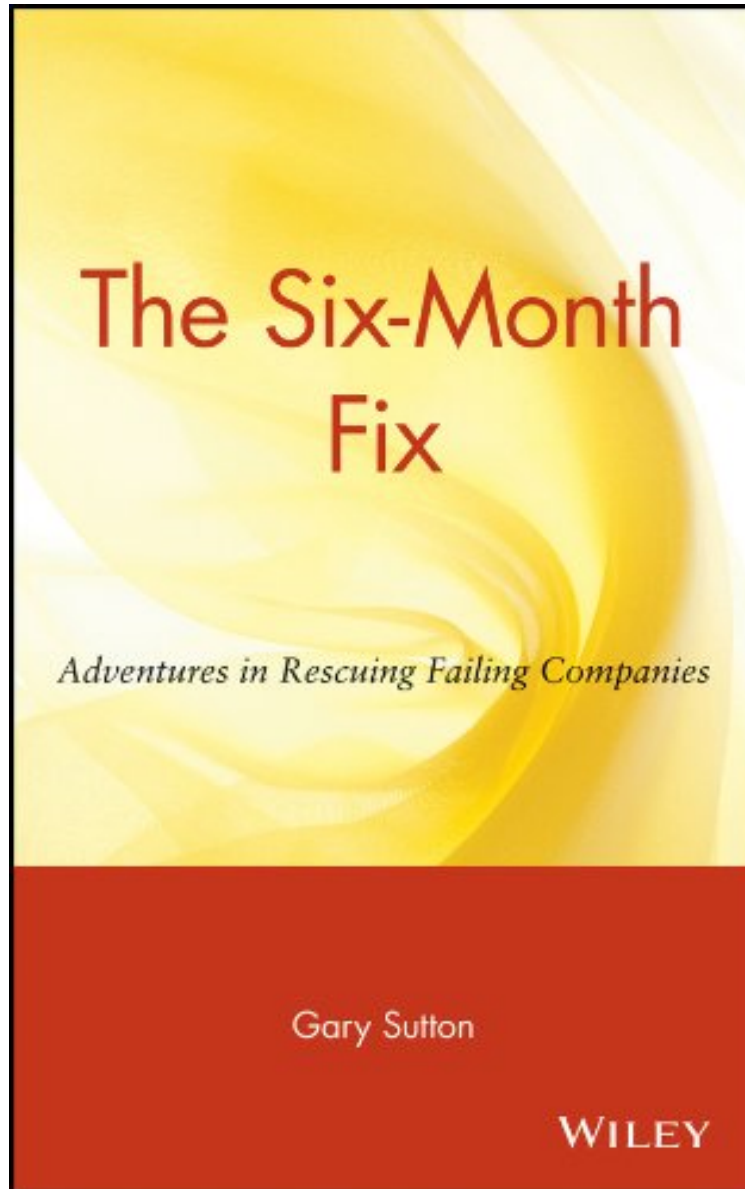


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# The Six-Month Fix: Adventures in Rescuing Failing Companies

Gary Sutton

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"If you're the CEO of a struggling business, let's hope we never meet. I'm Gary Sutton, a turnaround guy. When I arrive you leave. Results usually get better and fast." -from the Introduction to The Six-Month Fix Lessons on how to save a sick company from a top turnaround CEO One of the business world's most sought-after "trauma specialists," Gary Sutton has salvaged nearly a dozen failing businesses, including everything from printing, garbage hauling, and burglar alarm companies to aerospace, satellite communications, and software firms. In The Six-Month Fix, Sutton takes readers behind the PR curtain to give them an intimate look at the situations he faced coming into several sick companies and how he fixed what ailed them. Writing in his trademark frank, funny, no-holds-barred style, he shares his war stories and the lessons he learned about what it takes to save a faltering business. Not for the faint of heart, The Six-Month Fix offers honest, straight-from-the-hip advice for managers in training for the business fight of their lives. Gary Sutton (La Jolla, CA) sits on several private boards, is a Director of WebSense (WSBN-Nasdaq), and is the author of several books.

"...it is full of firecrackers that make some valuable points.." (Financial Times, 13 February 2002) "...but this book is not typical and is well worth reading." (Eurobusiness, April 2002) "...better than almost any fiction novel I have read...could keep even non-management glued to it for hours..." (M2 Best Books, 30 July 2002) From the Inside Flap "If you're the CEO of a struggling business, let's hope we never meet. I'm a turnaround guy. When I arrive, you leave, and profits return. This book shows how we can avoid that unpleasantness." --Gary Sutton, The Six-Month Fix Direct, funny, and brutally honest, Gary Sutton addresses executives of faltering businesses and provides proven tactics for stopping negative cash flow, turning a company around, and rebuilding profits in this practical book. His role as "CEO du jour" in eight different industries resulted in remarkable transformations--and now he shares his hard-hitting wisdom and unique perspective so that your company can experience a similar resurrection. The Six-Month Fix gives you complete access to real-life, no-holds-barred examples, situations, and methods of fixing any company the right way, the first time. Whether your business is paralyzed by steep losses, or just breaking even but still losing ground to competitors, Sutton shows you how to reverse direction immediately and see results in six months! Mind you, this book is not for the faint of heart--Sutton is frank in outlining the gut-wrenching process of a turnaround, deliberately meant to frighten you into action and help your business avoid bankruptcy. This involves embracing change, defining realistic goals, and becoming smarter about risks you'll need to take once your business is back on its feet. Depending on your situation, Sutton directs you to the sections in the book you need to focus on right away, be it stopping the bleeding and stabilizing your cash, or shifting into the next gear to enhance profits and lift your company to new heights. Business war stories in The Six-Month Fix guide management. You'll learn: \* The difference between turnaround professionals who negotiate for creditors and those who work for shareholders \* How to identify frauds (the "unemployed CEOs" and those finance firms) and avoid their maneuverings \* How to know your customers better than they know themselves \* Why top turnaround managers always fail to lead a business after it's been fixed \* How to quit gambling with your company (Think you're not? You are.) \* Ways to raise ethics and simultaneously boost profits This isn't just a battle for survival-- it's the fight of your life. And nowhere will you receive more straightforward, essential advice on winning than in The Six-Month Fix. From the Back Cover Acclaim for The Six-Month Fix "Finally: a turnaround guide that explains the nontrivial difference between those who work for debtors and those who work for shareholders, and gives readers a peek at why most turnaround guys should not stay for long." -- John Carrington, Chairman and CEO, WebSense "Too many celebrate financial victory; too few dig into business tragedy. Ultimate success comes from saving the disasters, and this book tells exactly how." -- Craig McCaw, Chairman, Nextel "A solid turnaround guide from one who's been there." -- Peter Ueberroth, Chairman, Contrarian Fund "Hard-hitting, practical thrusts." -- Philip Thurston, Professor Emeritus, Harvard Business School "Winning basics for sports, war, or business." -- Don Drobny, Partner, Perot Systems "Uncommon, in-your-face thinking that resurrects business." -- Carole Rhoades, Vice President, Seaport Ventures "Powerful. I reread it on trips." -- Allan Shaw, Executive Director, MS Society "Executives must read this." -- Martha Demski, VP and CFO, Vical