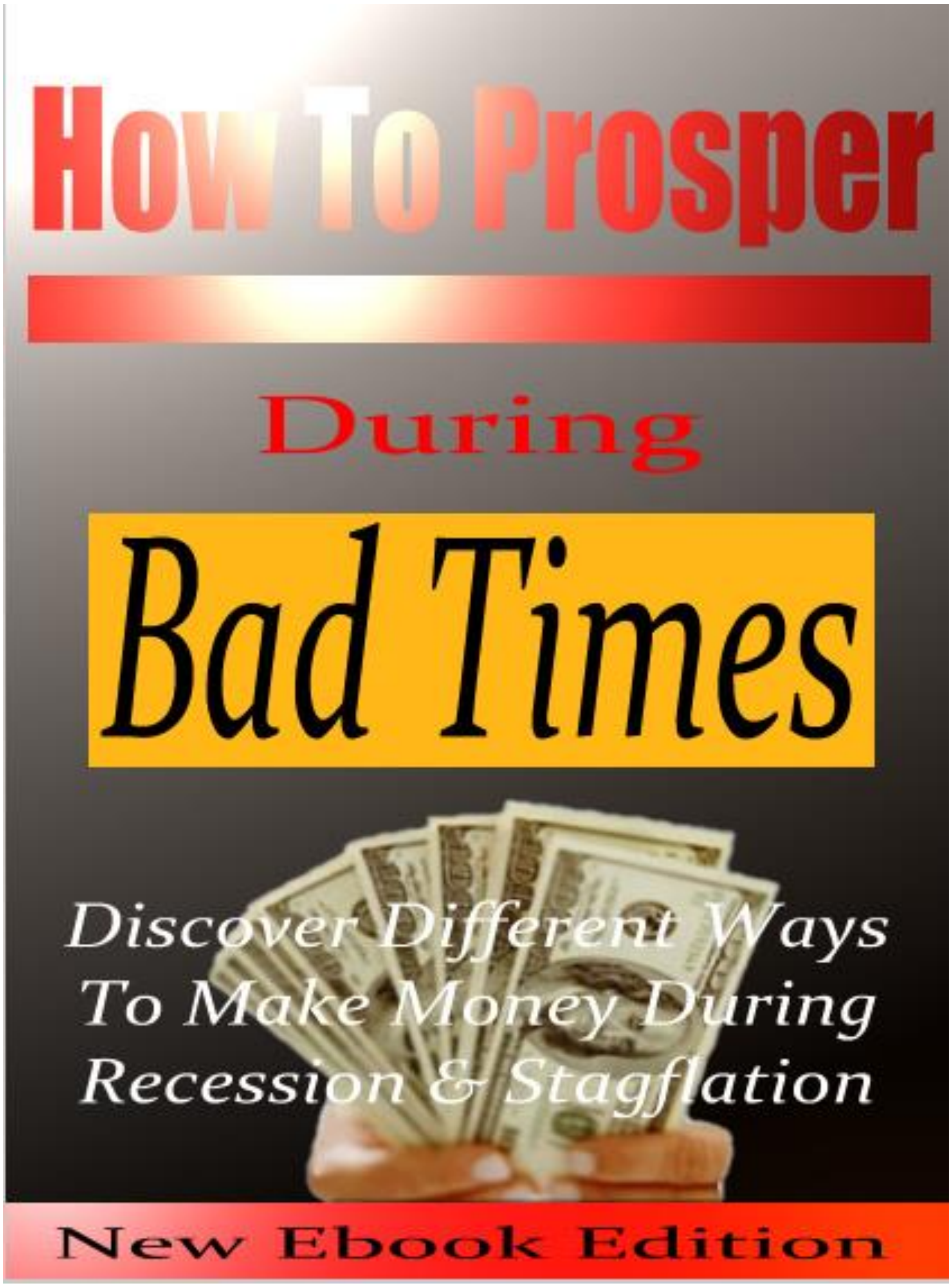
How To Prosper During Bad Times



Many people often associate economic downturn with lack or absence of opportunities. “It's simply impossible to make money much less to prosper during an economic recession or depression.”

This is absolutely not true.

Because the truth is, economic recessions or it's uglier cousin, economic depressions, are just the perfect opportunities that anyone with vision can take advantage of to become not just rich – but filthy rich!

For the record no less than America's second richest person alive, Warren Buffet whose personal fortune reached a dizzying $48 billion before he decided to give back to the society $31 billion can attest to this.

Warren Buffet built his massive fortune buying businesses and properties that most people had given up as lost. To many businessmen, he is the great rescuer who bailed them out of their economic miseries.

But of course Warren Buffet saw more than rescuing them out of their economic woes. If he sees no value or potential in their businesses, he sees no reason to buy them.

But what exactly does he know that ordinary mortals don't usually know about economic downturns?

First and foremost, economic downturns don't last. During bad times, Prophets of Doom would say the worst things about the economy.

Of course things are bad. But they only remain bad to a certain point. This is because of the thing called Economic Cycle.

Economic Cycles are periods in history of booms and busts. Economic cycles are the hallmarks of laissez faire system. Economic cycles behave just like the seasons.

And just like the seasons, the climate always changes. And just like the seasons you can predict a downturn or an upturn.

What happened just after just the turn of 20^{th} century was a classic example of an economic boom suddenly gone bust.

In the roaring 20's people thought that there was no stopping to the prosperous times. Until one day, people started dumping stocks at such a frenzy that it sent the whole world in probably the worst economic depression in history.

By all means the signs of a coming collapse were present. Stocks were at all time high. In fact unreasonably high. And people were living beyond their means.

The same thing happened again with the housing market in 2007. Just a couple of years ago, the sense of affluence was everywhere with home values skyrocketing.

Because of the high cost of home ownership many Americans were forced to borrow beyond their means. The result was a credit crisis that sent the world reeling again in another round of recession.

So the question now is if we could predict an economic downturn, could we also predict an economic upturn?

The answer is yes.

If you religiously watch CNBC or read CNNmoney.com, you'd find that home prices had already gone low enough to attract the buyers back.

But how low it could get is the question. Prospective home buyers are still in the sidelines waiting for better bargains. The question this time is when will they decide that the price is already right enough to make them buy?

The following articles will open your eyes to the realities of economic cycles and the opportunities that you can take advantage of for your personal economic growth.

How to Successfully Navigate Your Business through an Economic Downturn
by: **Terry H Hill**

An economic downturn is a phase of the business cycle in which the economy as a whole is in decline.This phase basically marks the end of the period of growth in the business cycle. Economic downturns are characterized by decreased levels of consumer purchases (especially of durable goods) and, subsequently, reduced levels of production by businesses.

While economic downturns are admittedly difficult, and are formidable obstacles to small businesses that are trying to survive and grow, an economic downturn can open up opportunities. A well-managed company can realize the opportunity to gain market share by taking customers away from their competitors. Resourceful entrepreneurs capture the available opportunities, from an economic downturn, by developing alternate methods of doing business that were never implemented during a prior growth period.

The challenge of successfully navigating your business through an economic downturn lies in the realignment of your business with current economic realities. Specifically, you, as the business owner, need to renew a focus on your core clients/customers, reduce your operating expenses, conserve cash, and manage more

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