

What do Proctor & Gamble, Chevrolet and Camel have in common?

Opportunities for Success in Tough Times

Maybe you've already guessed from the title, but all three of these great American companies not only survived the Great Depression of the early 1930's, they actually grew. How did they do it?

First, they continued to act as if nothing was wrong and consumers still had money to spend. In other words they continued with their businesses and did not let the news of the day slow them down.

Second, they didn't wait for demand for their products to rise; they went out and created demand even in the most difficult of economic environments.

Thirdly, they continued to advertise. Not only did they not cut back on their marketing, they actually increased it.

The moral of this story is that you can sit back and blame the recession for a downturn in business and, perhaps, fail as a result or you can take advantage of your competitors with that attitude and not only survive but actually THRIVE in today's economy.

Which path are you going to choose?