

## **FOR IMMEDIATE RELEASE**

June 3, 2014. | Cranford New Jersey.

### **REDESIGN TO TURNAROUND UNDERPERFORMING SMALL AND MEDIUM-SIZED BUSINESSES**

Turnaround assistance is required after a steady erosion of your business economics. Profitability continues to decline because revenue increases year-over-year are anemic due to continual price pressure in a mature industry; marketing efforts are not organized and occur sporadically, i.e. the volume of new business, only serves to replace terminating relationships; employment and administrative expenses increase; and, competition is fierce.

Interestingly, the method to redesign a business is the implementation of standard business management “best practices.” This manuscript discusses each solution in the context of how it was observed in business. While small and medium-sized businesses may incorporate some of the concepts raised in this manuscript; each large Fortune 100 company I worked with incorporated every one of the concepts. These are proven methods of success, to help improve the probability of your success.

#### **Reviews Posted on Amazon -**

##### **Turnarounds Demystified, By Samuel Dergel on June 3, 2014**

Not every company is successful. However, when a company is not successful, if it plans properly for a turnaround, it has a chance to make things better for the owners, employees, and others who rely on the business.

Regis Quirin shares his experiences being involved in turnaround situations and breaks these steps down in to bit sized chunks so that small and medium sized businesses can get a handle on the challenges that face them.

If you are looking to help your business perform better, reading this book will give you actionable ideas you can take and make your own.

##### **What a Gem! By Carlos D. on April 18, 2014**

Mr Quirin puts together a valuable Finance tool for any Professional seeking guidance on running a healthy and robust business.

This book helps you develop strategies to increase profitability, by correcting and maximizing the potential of your employees; establishing structure to prevent fraud; and more importantly with proven techniques from a seasoned veteran.

This is THE blueprint to run your finances, whatever business you're in!

I can only hope, that as the business climate changes over time, Mr Quirin develops more of these valuable resources to help guide me.

**Well written, great Primer for Management of any business size By WSpivak on April 9, 2014**

Mr. Quirin does a great job of encapsulating best practices in the running of a business, regardless of size, industry, for or not for profit; for in the end almost all businesses are similar.

Complete with templates to assist in analyzing your business and effectively making the changes necessary for survival, this Primer is a MUST HAVE not only on your bookshelf as a executive or manager but on your desk with dog-eared pages, underlining and over use!

**This is a must read if you are serious about success for your business By Robert Stovall on April 9, 2014**

When you read Redesign to Turnaround Underperforming Small and Medium-Sized Businesses, you won't need to spend the time or money to get an MBA! This 90-page book is a quick read and an excellent business reference. It shows you every step you need to take (from customer surveys and research to a SWOT analysis to successful tactics) in order to turn around a business, whether you have 5 employees or 500. The book is complete with helpful, real-world business success and failure experience references as a teaching tool with easy-to-complete templates (like customer satisfaction surveys and employee surveys) that can be easily completed to better understand how to make positive changes happen for your company. I wish I had this handy and thorough reference years ago, so I would have saved myself a lot of time and money by learning from Regis Quirin's experience, with his MBA in marketing from Fordham University I highly recommend this book for anyone, whether just starting a business or with years of experience running a business. Benefit from the many pearls that fill this valuable book. You'll be glad you did.

**Excellent Insights Given By Amazon Customer on April 7, 2014**

Often times the hardest part of turning around a company that is underperforming is determining what questions need to be asked, and how they need to be answered. Mr. Quirin offers several strategies that include questions the reader should ask of the company's current situation. He provides helpful metrics and surveys in the book to help stimulate the reader's mind, getting you to think. As I said, often times the hardest part of doing something is knowing where to start. I think Mr. Quirin accomplished just that, he provides information to give you that starting point. I continue to ponder what he wrote so that I can take it and apply it to my specific industry where many companies are closing up shop and are in need of a redesign. I found it helpful, insightful, and look forward to reading it again.

To read chapter one in its entirety, go to <http://cfotips.com/?p=735>; but to purchase the complete work, go to <http://www.amazon.com>.

**-ENDS-**

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