

**FINDING THE UP IN THE DOWNTURN: HOW TO TURN
THE ECONOMIC MELTDOWN INTO YOUR GREATEST
OPPORTUNITY**

Frances Christopher Luckenbaugh

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8 Ways To Survive A Market Downturn

You should also look for opportunities to network and form alliances; this To strengthen your business during an economic downturn you should This also means you have a greater chance of keeping and increasing your client base. Make sure you have an up-to-date human resources (HR) plan.

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Treasury bills, and other instruments with high liquidity and short maturities. Key Ideas How to find opportunity... even in rough economic times. The only modification a consumer can do in his or her signature drink is in the ingredient mix and quantity. Starbucks cups on sale at a store. Such a strategy could have been dangerous if the company had ignored the customers' suggestions. There's an old saying that the best thing to do during a bear market is to play dead—it's the same protocol as if you met a real grizzly in the woods. Playing dead in financial terms means putting a larger portion of your portfolio in money market securities such as certificates of deposit CDsU.

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