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Many Thin Companies: The Change in Customer Dealings and Managers Since September 11, 2001

David L Loudon, Tony Carter

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Discover what happened to the economy after 9/11—from an insider outlook

Many Thin Companies: The Change in Customer Dealings and Managers Since September 11, 2001 is an up-to-date examination of the aftereffects of the World Trade Center bombings upon businesses nationwide. In this important text, you will learn about the efforts of several companies that were hit hard by 9/11, including Aon Corporation and PricewaterhouseCoopers. This resource will help university professors and students—as well as consultants and managers already at work—understand more clearly the current business trends and prepare them for future consequences.

Many Thin Companies looks at how the tragedy has forever altered the economy, advertising practices, and consumer behavior. The book supplies statistics and case studies for New York City commerce, the airlines industry, and several well-known companies from both before and after 9/11—revealing the patterns of growth, decline, and return. It also contains valuable information on how companies can reorganize their internal structure and distribution of funds with more effort on safety and crisis management planning.

With Many Thin Companies, you'll gain a better understanding of:

- New York City's proposed budget gap-closing plan
- increasing security needs despite financial difficulties
- "The Verizon Promise"—how Verizon was able to restore service in Manhattan in one week, thanks to preparedness and sales organization communication
- starting over—planning new outcomes for businesses after unexpected hardships
- performance issues—how to take care of the employees after a crisis
- international marketing concerns post-September 11

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