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Agric. Econ. – Czech

Zuzák R., Rymešová P.: Managerial competencies in tackling an acute company crisis

Agric. Econ. – Czech, 54 (2008): 125-128

The crisis manager' s goal is not only to stop the crisis development in the company, but, as a further step, to achieve the fundamental turnover in its development leading to a successful solution. Crisis management requires completely different managerial competencies from those used in " standard" periods as time pressure is a negative factor aggravating the situation and in addition to that, resources are reduced calling for stimulation. A crisis manager should motivate both himself and the staff and it is he who is expected to be creative even under pressure.

Keywords:

company crisis, crisis management, turnover, managerial competencies

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