

Why a turnaround worked for a midcap business in Germany

Passion to Perform



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After unification, the former "East Germany" lost a lot of its industrial base. Corporate business in the region was difficult for banks.

Harald Eisenach came to Berlin from Tokyo in 2004 and experienced a remarkable turnaround of the Business.

Why did it work? Is rocket science always necessary for turnarounds?

Please confirm your participation by 27 August 2010 latest via e-mail to: mba@escpeurope.de