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Business



Paper For Big Companies, Life Is Good Large Corporations Emerge from Recession Leaner, Stronger—and Hiring Overseas This paper discusses how companies managed to survive 2007/2008 recession, which negatively impacted the global economy. The author holds that most US companies became hungrier, meaner and learner in dealing with recession. The companies that survived recession were on top of their game in terms of employment creation, sales and profits; however most of the jobs were added abroad. Most of top leading companies in the US survived this through efficient and productive operations, both locally and abroad. Some, like Santa Clara made tremendous losses resulting into more than 20% losing their jobs. Most companies intended to increase their capital expenditures in order to enhance their efficiency and to improve logistic needs, which are very essential to the growth of any company.

Recession is one of the most challenging concepts in finance and economics. Scott presents a succinct explanation on how recession impacted US companies and the entire US economy. Reading and analysing financial articles especially with regards to figures are quite challenging. One thing I find difficult and challenging in this article is the use of figures and graphs. Most of the graphs and figures on the performance of the companies and the entire economy is complex. Scott also says that most US companies survived recession, created jobs and contributed to the economic growth but at the same time stating that US jobs reduced and levels of unemployment went high. The analysis is also not clear given that most companies, which collapsed were not included in the analysis.

#### Work Cited

Scott Thurm, For Big Companies, Life Is Good Large Corporations Emerge  
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from Recession Leaner, Stronger—and Hiring Overseas, New York

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