



# ReLaunch: How to Stage an Organizational Comeback

*Mark Rutland*

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## **ReLaunch: How to Stage an Organizational Comeback** Mark Rutland

A church in deep debt with attendance down by the thousands. A college that had lapsed into a coma, its buildings in shambles, its faculty demoralized, its enrollment at rock bottom. A university facing lawsuits, scandal, and near-bankruptcy. Each situation involved different financial needs, different lost dreams, different personal wounds. But they each had one thing in common: each needed a leader who could restore hope, vision, and viability.

Dr. Mark Rutland has led three institutional turnarounds over the past twenty-five years. He has seen organizations that were dying come to new life. And he knows the steps you need to take right now. How do you know what to do to help *your* church or organization make it, even when circumstances and personnel challenges seem too much to handle? Here are the answers. As Dr. Rutland writes in this *New York Times* bestseller, the true leader can say, “This book is for the rugged visionaries who see in the wreckage a hope for the future and are willing to pay the price for a relaunch.”

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