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Author's Note

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Introduction: Writing a Book on Business and Terror

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CHAPTER 1:

THE ASSAULT ON THE ECONOMY

“Very simply, the people stopped coming.”

—ARI MAROM, ISRAEL MINISTRY OF TOURISM

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CHAPTER 2:

MEETING THE THREAT

“I learned how inefficient we were before this crisis. When business returns, we'll make a fortune here. We'll never go back to the old ways.

The intifada has been a school for us.”

—RAPHY WEINER, GENERAL MANAGER, DANIEL HOTEL

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CHAPTER 3:

MANAGING THROUGH THE CRISIS

“We understand that we have to excel and be better than in more normal times. We can't allow the red lights to start

blinking in the minds of our customers.”

—MOTI BONESS, PRESIDENT, ISRAEL AIRCRAFT INDUSTRIES

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CHAPTER 4:

ELEVEN MONTHS' ANNUAL LEAVE

“There are days, when tensions are particularly high,
when I call my managers and ask them to bring their guns.”

—BARUCH PELED, MANAGING DIRECTOR, MANGO DSP (MANUFACTURER
OF DIGITAL SIGNAL PROCESSORS)

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CHAPTER 5:

THE UNIQUE ROLE OF THE BUSINESS COMMUNITY

“I hate the idea that only generals and politicians are handling these
issues. It’s time for us businesspeople to take part.”

—BENNY GAON, CEO, GAON HOLDINGS (CAPITAL INVESTMENT FIRM)

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CONCLUSION:

PREPARING FOR THE LONG HAUL

“We don’t even refer to it as a ‘crisis’ anymore; it is normal life for us now.”

—JANOS DAMON, DIRECTOR, ISRAELI HOTEL MANAGERS ASSOCIATION

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