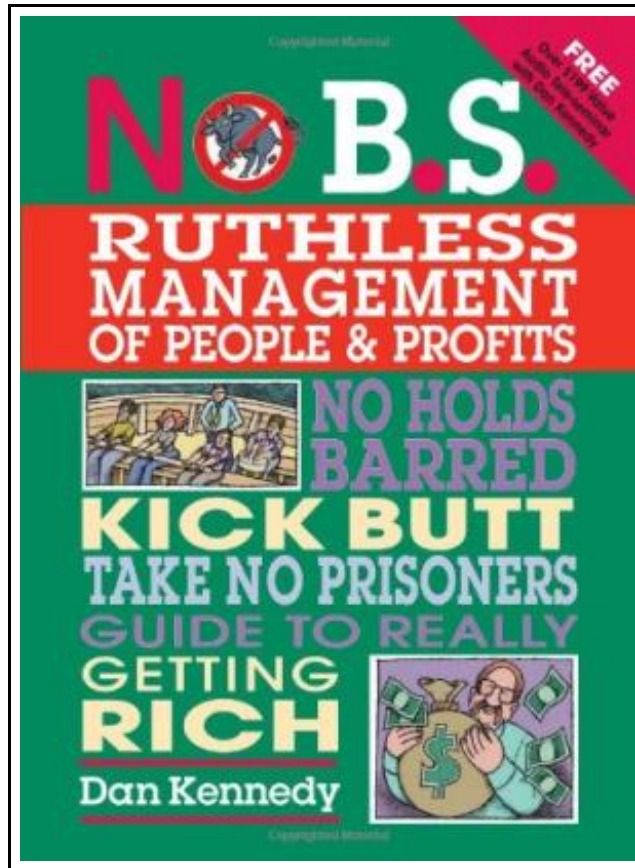


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Reviews

Comprehensive information! Its this sort of very good read through. This is certainly for all those who statte that there was not a worthy of studying. Your daily life period will likely be convert as soon as you total reading this publication.




(Candace Kling)

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Entrepreneur Press, 2008. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Here it is: no warm 'n fuzzies, no academic theories--just hard-core strategies from real world trenches.the long-overdue management book no one but Dan Kennedy would dare to write. This is your permission slip to take back control of your business, enforce standards, manage for maximum profit and actually get performance from your people! Kennedy covers: * The true nature of employer-employee relationships: friendly while you feed them (Why ownership mentality is a futile and dangerous goal) * The two most crucial (and liberating) management decisions * The worst number in business is.(fix this before it's too late!) * Leadership is vastly overrated: a new, rational model for profitable productivity * Why and how to make marketing the master--all others servants * Mice at play, and how to get compliance when the cat's away * Finding the magic "GE-Spot" for your particular business' greatest success with its customers * Fairness be damned--to the winners the spoils (it's time to start paying for performance, not for showing up) * Is a happy workplace a productive workplace? a serious look at the new, fun mandate--lies the management theorists sell * Managing the sales process--the biggest instant improvement (more \$ now!).

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