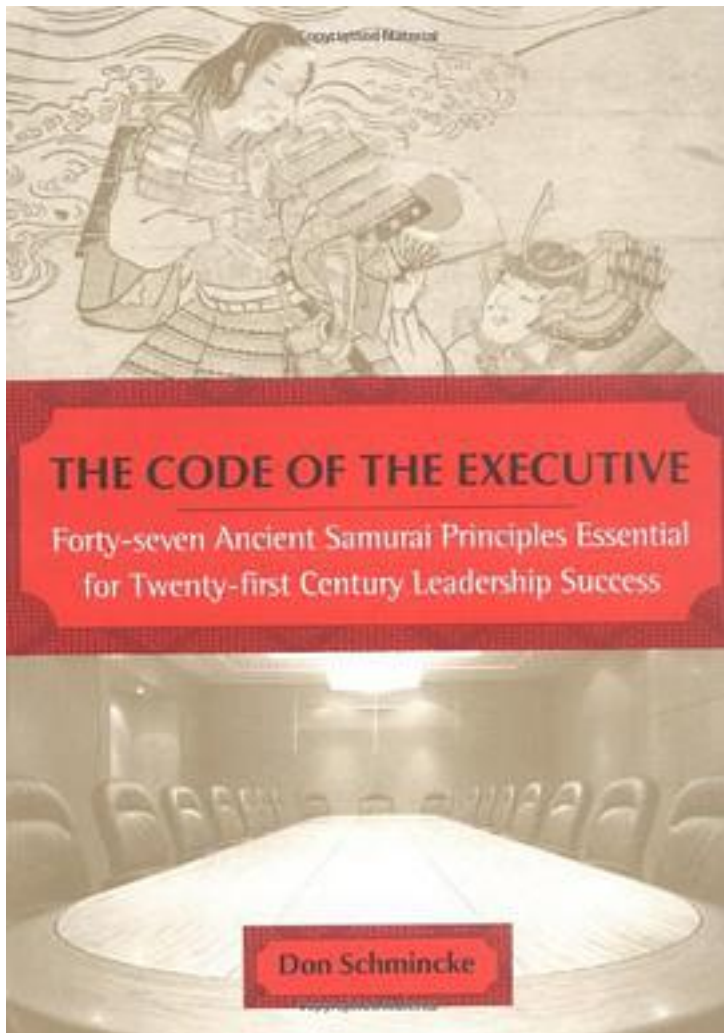


(领导者的武士道管理)THE CODE OF THE EXECUTIV



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著者:Don Schmincke

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Book Description

"The dynamic principles that have endured through the millennia are beautifully embodied in this short yet substantial book."

-Stephen Covey, author of The Seven Habits of Highly Effective People

More than a thousand years ago, a group of business executives developed a set of principles for organizational leadership in a competitive market. Those executives were the samurai of ninth-century Japan, and their rigid code of ethics, known as bushido, was one of the most effective frameworks for management in history. The Code of the Executive is business adviser Don Schmincke's modern interpretation of the Code of the Samurai-ancient wisdom written for today's corporate warriors. These principles provide a dynamic system of practical and moral training for effective leadership. In addition to interactive strategies for relating to the business world, this philosophy provides at its core a guide to the inner development necessary for consistent and long-term success. A terrific gift for a friend, relative, new graduate, or business associate, The Code of the Executive is filled with relevant wisdom and offers an enlightened path to business fulfillment.

Amazon.com

Management advisor Don Schmincke believes leaders can thrive in the third millennium by utilizing principles developed during the first. They originate in a moral code known as Bushido that was followed by samurai warriors in ninth-century Japan and formalized by Daidoji Yuzan as the Code of the Samurai some seven centuries later. Now updating them as The Code of the Executive, Schmincke points out parallels between past and present and suggests this connection is a natural. In those days, he writes, the shogun was regulatory government, feudal barons the hard-driving CEOs, real estate their business, and samurai the executives hired to oversee it all. These samurai relied upon their rigid ethical guide to discharge both professional and personal responsibilities favorably, Schmincke notes, and today's corporate leaders can succeed by similarly following its teachings. Dividing fundamentals into categories such as "Personal Principles," "Roles and Responsibilities, and "Education and Development," he shows how ancient wisdom on cooperation, integrity, accountability, sacrifice, power, and so on can apply to contemporary situations. On "Respecting Personnel," for example, he suggests "reasonable argument" be used to "gain agreement" on serious infractions--while "for trivial issues" it is better to be "indulgent and patient and not sweat the insignificant."

--Howard Rothman

Book Dimension

length: (cm)17.3 width:(cm)12.7

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