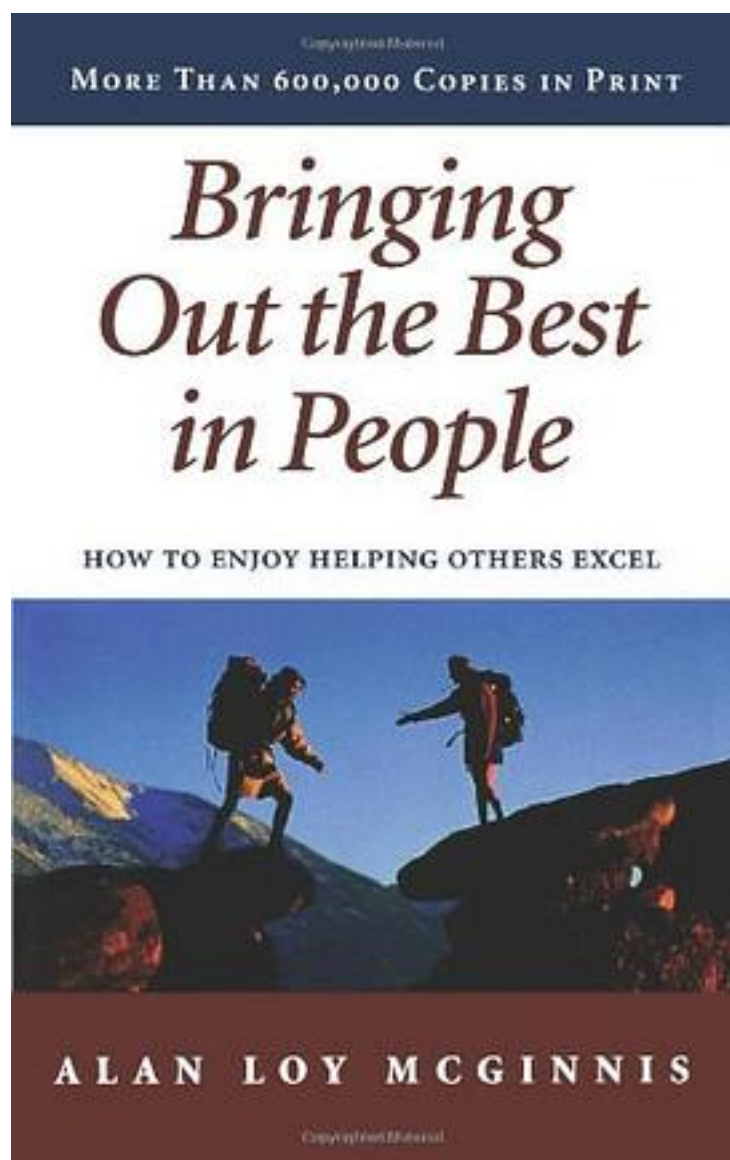


Bringing out the Best in People



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出版者:Augsburg Fortress Pub

出版时间:1985-1

装帧:Pap

isbn:9780806621517

Alan Loy McGinnis, author of the best-selling book "The Friendship Factor", studied the great leaders throughout history, the most effective organization, and many prominent psychologists to discover their motivational secrets. There are actually a small number of principles used by good motivators, and the best leaders were using them long before psychology had a name. Fascinating case studies and anecdotes about Lee Iacocca, Sandra Day O'Connor, and many others show how you can put 12 key principles to work in your family or organization. Whether you are a parent, executive, teacher, or friend, you can gain the satisfaction that comes from "Bringing the Best Out in People".

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