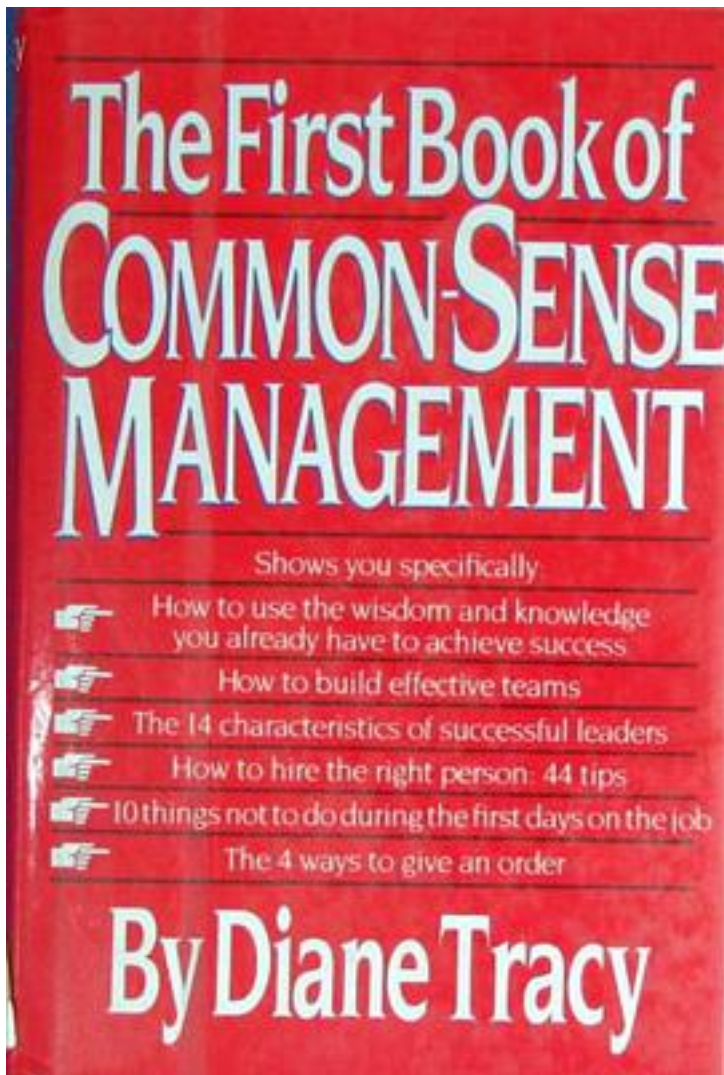


The first book of common-sense management



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出版者:

出版时间:1989-1

装帧:

isbn:9780688083465

This book is a commonsense guide to management. It is based on the simple premise that in order to meet the objectives of the company, management must meet the needs of employees. If good management consists merely of common sense and humanity, why is it so uncommon in the business world today? The truth is that fear often rules in the workplace. Managers are in constant terror of losing their power. In fact, managers are afraid to even seem to be losing their power because in the business world the appearance of power is power. When fear rules relationships, there is bound to be misunderstanding, distrust, hidden agendas. Common sense goes out the window. The result is that people suffer and productivity plummets. When people are constantly on guard, ticking for power or protecting themselves, they have little time for building products and delivering services.

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