

Business Feel

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From the Science of Management  
to the Philosophy of Leadership

Steven Segal



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著者:Steven Segal

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Just as a good musician has a feeling for rhythm and an athlete has a feeling for the game, so a good businessperson has a well-developed business sense. How do we develop this sense? How does a good business sense enhance our business judgment, our ability to trust our intuition, think on our feet, make and execute decisions? These and other questions will be answered by examining the life experiences of CEO's who are recognized for excellence in their feel for the business. The business sense of, amongst others, Jack Welch, Andrew Grove, and Ricardo Semler will be explored.

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