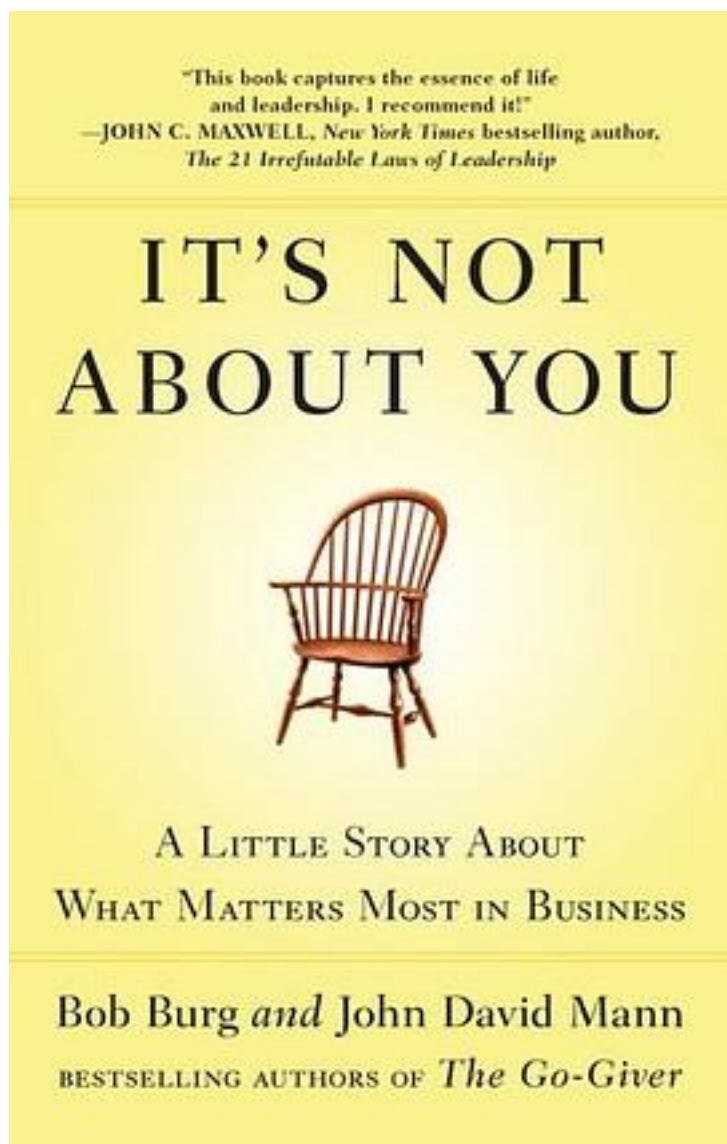


It's Not About You



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著者:Burg, Bob; Mann, John David;

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"A manifesto for twenty-first-century leadership packaged in a fun and engaging story. Buy this book and get it in the hands of everyone in your company". (Darren Hardy, publisher, "Success" magazine). Ben is a young manager who has been charged with persuading 500 employees to agree to a merger. Facing an impossible battle, he seeks the advice of an old friend, who introduces him to eccentric Aunt Elle. In the week leading up to the crucial employee vote, Aunt Elle teaches Ben about the power of influence and positive persuasion. Ben also meets with the company's top executives, coming back a new leadership lesson each time. Ben finally learns the critical principle so many people in power fail to grasp: it's not about me, it's about you. Written with a light touch and filled with practical advice, this book will resonate with all who aspire to influential leadership.

作者介绍:

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书评

现在很多管理类的指导书，大部分的写作手法都是：管理需要知道的5件事，或优秀领导的7项准则等等写作手法。但Bob Burg通过给我们讲了一个年轻人成长经历的故事。整个故事包括一个智者对年轻人的教导，年轻人自己的心理矛盾，年轻人自己的思考和总结。整个故事一气呵成，完全没...

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