

<<你的商业蒸蒸日上>>

图书基本信息

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作者：Dave Anderson 著

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内容概要

Up Your Business! is a wake-up call for any business leader who 's asleep at the wheel. It 's a no-holds-barred manifesto dedicated to one thing and one thing only – making your organization perform at the highest possible level. Straightforward, honest, and in your face, this book doesn 't offer empty buzzwords or mysterious acronyms or questionable cure-alls. It outlines seven no-nonsense steps you can take to fix, build, or stretch your business.

Quality companies don 't fall out of the sky; they 're built by quality leaders. If your business is struggling, look in the mirror first, then get to work with the seven steps below:

Step one: Hire the right people. With tips and tools for recruiting and interviewing, you 'll learn to bring in the people who can take your business to a higher level – and get rid of the ones who can 't.

Step two: Replace your culture of entitlement with a culture of merit. Learn to produce positive pressure to perform and reward the people who can get you to the top.

Step three: Develop the talent you bring in. Use easy step-by-step methods and proven tools to train, coach, and mentor your people.

Step four: Think BIG and set unreasonable goals. Now that you 've got the right people in place and built a culture of merit and success, it 's time to go for it!

Step five: Be the leader your business deserves. Ensure your company 's growth and vitality by executing the vital daily disciplines that only a leader can accomplish.

Step six: Survive success. Overcome the six temptations that undermine successful organizations.

Step seven: Get down to business! Follow through on the principles you 've learned and institutionalize them for sustainable, long-term benefit.

Whether you lead a Fortune 500 company or a mom-and-pop small business, quality leadership is the key to success. Up Your Business! offers tried-and-true leadership and management principles that will help you take responsibility, take control, and take your business to the top.

作者简介：DAVE ANDERSON is President of Dave Anderson 's LearnToLead, an international sales and management organization. He has run some of the most successful automotive retail dealerships in America and is a business columnist and speaker who gives presentations at 150 engagements annually. He is a member of the National Speaker 's Association and also the author of Selling Above the Crowd and No-Nonsense Leadership. Visit his Web site, www.LearntoLead.com, for free advice on sales, management, and leadership.

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