

<<关键要素>>

图书基本信息

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内容概要

As the authors state in their introduction, "highly successful companies have not unearthed any magic formulas ... they simply focused tightly on their business fundamentals." Those fundamentals are Froschheiser's Vital Factors, "the critical component parts" of a business and the core idea behind the consulting company he runs, MAP. Success follows when you "pinpoint your Vital Factors, measure them consistently ... hone them, polish them, and finally perfect them." The bulk of the book is devoted to richly reported case studies involving MAP clients at companies such as Wells Fargo, Cold Stone Creamery and Insomniac Games. Illuminating their management system's inner workings, the authors demonstrate, at a personal level, how their clients have leveraged the power of Vital Factors into real results; lessons learned are bolstered by bullet-pointed "Bottom Line" summaries at the end of each chapter. The techniques they describe aren't groundbreaking and can get lost in business cliché, but generous helpings of common sense ("be flexible"), good intentions ("keep balance in your life") and old-fashioned elbow grease ("profound change never comes from a quick fix") make them intuitive and effective. Though it occasionally reads like a long ad for Froschheiser's consulting services (a toll-free number is provided), and the authors' enthusiasm may outstrip their claims, there's enough advice here to make this a valuable read for managers.

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作者简介

Lee Froschheiser is president and CEO of MAP. He has managed organizations in the private and public sectors, and as a coach and mentor, he has trained many of the premier business leaders in the United States today.

<<关键要素>>

书籍目录

Foreword by Barry Kemp Our Mission A Little Taste of What 's Ahead 1 The Genius of MAP 2 The Awakening 3  
Meaning and Purpose 4 Values 5 Passion and Commitment 6 Discipline and Accountability 7 Clear  
Communication 8 Strategic Alignment and Buy-In 9 The Big Red " S " 10 How to Build a Winning Team 11  
Unearthing the Buried Jewels 12 Managing Creativity 13 Dramatic Results 14 The Life Plan 15 Bringing MAP  
Home 16 The Promised Land Appendix: The MAP Management System 's Monday Morning Action Plan The  
Authors Index

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