

Back to Basics Management

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Synopsis

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Back to Basics Management explains the difference between business administration and business management, how this distinction has been obscured, and the need to revive the craft of leadership in management. It is an invaluable book for every conscientious manager, detailing the tools used in effective management, and it offers concise and comprehensive guidelines for developing and refining primary leadership skills including creative listening, decision making, managing change, managing motivation, managing time, managing delegation, body language, managerial coaching and training, communication skills, and managerial goal setting.

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