Dragon Slaying: A Better Way to Manage: A Management Model to Systematically Improve Performance and Profits (Paperback)

By Mark Woods

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Trafford Publishing, Canada, 2011. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Since the invention of management over a century ago, it has gradually become detached from the day-to-day operation of the organization and from delivering value to customers. Conventional wisdom is that managers set targets and then create systems to monitor, measure and control the execution of these targets. These systems include budgets, performance management, incentives and appraisals, which are used to exercise control and ensure that targets are met. Simple, obvious and wrong! We need a change in management thinking. Dragon slaying explains. Can you afford to ignore it? This book challenges leaders to think about the way they manage. It is a small volume with a big impact and insightful examples which bring the powerful messages to life. Tracey Paul-Clark, Financial Services and Capital Markets Marketing Communications Proffesional (and one time entrepreneur) working for Nat West, Lloyds TSB, the Stock Exchange and other financial Blue Chips A succinct practical guide to contemporary management issues with long overdue debunking of prevalent management myths. Thoroughly recommended to any open minded leader or manager who wants to make a difference. Professor Wendy Lomas, Head of...

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