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## A Guide to Managing Earthlings

By Charles Herrick

Createspace, United States, 2010. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This book will permanently change the way you run your business. Combining his years of IBM management training with some critically important management templates for the new Millennium, he takes you through real life situations in a narrative style. It s fun reading and very moving at times. Spiced throughout the book are bold-type statements that all begin: Here s the Rule: The most critical rule is for managers to focus on WHAT vs. HOW. Real executives know what to do. Annoying bosses focus on personalities and how people are acting. Crossing the bridge from the annoying world of how management to the productive world of what management takes a bit of education and lots of examples. This newest version has a section on Millennials that may change your approach. It s all counterintuitive and you need to understand how that works. The Millennial challenge is forcing us to rethink how we have been approaching the treatment of people for the last two hundred years. Perhaps the most important addition to this book is the chapter at the...


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### Reviews

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