



The Dynamic Manager's Guide to Practical Management: How to Manage Money, People, and Yourself to Increase Your Company's Profits

By Dave Donelson

Createspace, United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Successfully managing a business takes knowledge, skills, and guts. The best managers constantly study finances, marketing, employee motivation, merchandising, and much more. Practical Management is based on interviews with retailers, manufacturers, service providers, wholesalers, restaurateurs, and others. Their stories of success-and failure-contain lessons for managers in every industry. Learn financial planning, find cash for your business, and manage your money through good times and bad. Use a variety of management techniques to manage change and maximizing profits. Follow the entire process from hiring and orienting employees to training, motivating, promoting, and even terminations. Sell more with creative marketing methods to present product benefits, overcome objections, and close the sale. See how family businesses can face down their special demons and preserve the company for the next generation. Insightful case studies, company profiles, and insider advice from hundreds of business owners and managers will help you take your company to the next level of success. Learn from the mistakes of others, share their experiences, and watch your profits grow. The Dynamic Manager's Guide To Practical Marketing isn't...

Reviews

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