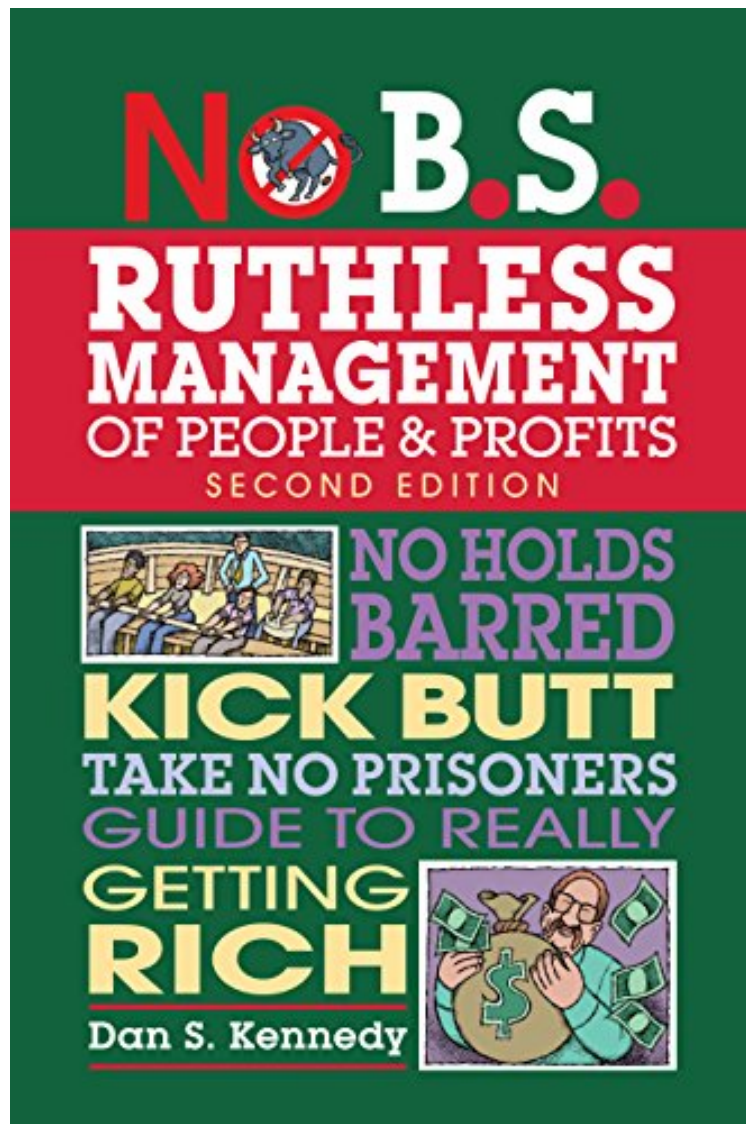


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What does it really take to get productivity from people and, by doing so, maximum profits for your business?With a nod to Jeff Bezos, Steve Jobs, Walt Disney, and other ruthless yet highly successful managers, Dan S. Kennedy delivers the answer. In this new edition, Kennedy expands on his proven (if radical) strategies to get accountability, profitability, and productivity from employees.In his traditional No B.S. style, Kennedy kicks traditional leadership and management ideas squarely in the teeth with a realistic, straightforward assessment of the real relationship between business owners and their employees. Uncompromising strategies help managers gain iron-fisted control and get the results they demand. This take-no-prisoners advice liberates entrepreneurs to act in their best interests and insist on implementation of their objectives. And it leads to a cooperative, high-performance team when traditional textbook methods fail. Topics include learning how to hire profitable employees, taking home as much money as possible, making every employeesquo;s job a profit center, managing the powerful force of word of mouth, compressing the time between idea and action for maximum profits, and posing questions to individuals that force them to think and improve productivity.

From the Back CoverWhat does it really take to get productivity from people, and by doing so, maximum profits for your business? Giving a nod to Jeff Bezos, Steve Jobs, Walt Disney, and other highly successful managers, millionaire maker Dan S. Kennedy delivers the answer. Dismissing the traditional, yet ineffective, textbook methods for leadership and management (that likely led you here), Kennedy presents a straightforward assessment of the real relationship between employers and their employees, and dares you to take action. Coached by Kennedy, master results-driven strategies to help you gain iron-fisted control, act in your best interests, and get the results you demand, with a cooperative, high-performing team.Discover how to: Hire profitable employeesand learn why fewer can be better Start paying for performance, not for showing up Establish the best standards for your businesswhen good enough is enough Implement the Speed Imperative: compress the time between ideas and actions to maximize profits Hold productive meetings (the best meeting may be no meeting) Manage the sales processthe biggest instant improvement (make more \$ now!) Take a serious look at the new fun mandate: Is a happy workplace a productive workplace? Implement the new, rational model for profitable productivity (hint: itr'squo;s not leadership) Detect activity masquerading as accomplishment (hint: one produces profits and one doesn't) Manage the most powerful force for good or evil: word of mouth