



The Master Manager

Ralph G. H. Siu

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The third in a trilogy on leadership and management. Addresses the intuitive artistry of the master manager and the kinds of real people with whom managers must deal. With insight and wit, presents ten essential principles of management, ten major pitfalls, and the hallmark of the master manager. In the first appendix, more than 300 mini case studies illustrate precepts associated with human interactions. A second appendix of 100 proverbs highlights salient points on mastership, goals, personnel, plans, operations, public relations, evaluations, reward, punishment, and executive philosophy.

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