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Cookbook for Market Dominance and Shareholder Value: Standardising the Roles of Knowledge Workers (Paperback)

By Keith Sherringham

New Generation Publishing, United States, 2005. Paperback. Book Condition: New. 196 x 122 mm. Language: English . Brand New Book ***** Print on Demand *****.Market dominance, increased shareholder value, lower costs and guaranteed service delivery go hand in hand. They can all be obtained through proven management techniques and using a set of recipes. The proven recipes for achieving success have been applied to everything from McDonald s fast food to Mercedes cars and Boeing jets. Now is the time to bring the recipes to the roles of knowledge workers. Whether you are a customer wanting to be treated properly, a busy CEO, an aspiring manager or an employee looking for a better workplace, the proven recipes are here for you. Henry Ford had the vision to create and apply the recipes for car manufacturing. Will you be the Henry Ford for knowledge workers? Keith Sherringham is a trusted advisor who diagnoses, prescribes and remedies business problems. With over fifteen years of experience, Keith has consulted for corporations, government and medium enterprises on business strategy, operation and management.



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