



First, Break All The Rules: What The Worlds Greatest Managers Do Differently

Marcus Buckingham, Curt Coffman

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Great managers do not help people overcome their weaknesses. They do not believe that each person has unlimited potential. They do play favourites and they break the 'Golden Rule' book everyday. This amazing book explains why great managers break all the rules of conventional wisdom. The front-line manager is the key to attracting and retaining talented employees. No matter how generous its pay or how renowned its training, the company that lacks great, front-line managers will suffer. Great managers are the heroes of this book. Vivid examples show how, as they select, focus, motivate and develop people, great managers turn talent into performance. Finally, the authors have distilled the essence of good management practice into twelve simple questions that work to distinguish the strongest departments of a company from all the rest. This book is the first to present this essential measuring stick and to prove the link between employee opinions and productivity, profit, customer satisfaction, and the rate of turnover.

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