

# 《你的商业蒸蒸日上》

## 图书基本信息

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## 内容概要

Up Your Business! is a wake-up call for any business leader who 's asleep at the wheel. It 's a no-holds-barred manifesto dedicated to one thing and one thing only – making your organization perform at the highest possible level. Straightforward, honest, and in your face, this book doesn 't offer empty buzzwords or mysterious acronyms or questionable cure-alls. It outlines seven no-nonsense steps you can take to fix, build, or stretch your business.

Quality companies don 't fall out of the sky; they 're built by quality leaders. If your business is struggling, look in the mirror first, then get to work with the seven steps below:

Step one: Hire the right people. With tips and tools for recruiting and interviewing, you 'll learn to bring in the people who can take your business to a higher level – and get rid of the ones who can 't.

Step two: Replace your culture of entitlement with a culture of merit. Learn to produce positive pressure to perform and reward the people who can get you to the top.

Step three: Develop the talent you bring in. Use easy step-by-step methods and proven tools to train, coach, and mentor your people.

Step four: Think BIG and set unreasonable goals. Now that you 've got the right people in place and built a culture of merit and success, it 's time to go for it!

Step five: Be the leader your business deserves. Ensure your company 's growth and vitality by executing the vital daily disciplines that only a leader can accomplish.

Step six: Survive success. Overcome the six temptations that undermine successful organizations.

Step seven: Get down to business! Follow through on the principles you 've learned and institutionalize them for sustainable, long-term benefit.

Whether you lead a Fortune 500 company or a mom-and-pop small business, quality leadership is the key to success. Up Your Business! offers tried-and-true leadership and management principles that will help you take responsibility, take control, and take your business to the top.

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