

# Simply Management: A CEOs Approach to Daily Effectiveness and Lasting Success



Companies get into trouble due to ineffective management decisions, but most books on management don't focus on making better choices. Perhaps that's because not many were written by CEOs with effective leadership track records. Martin Richenhagen, who has successfully led multimillion-dollar companies, presents this guide illustrating how a business leader must approach various situations and challenges. In the fast-paced, change-on-a-dime business world, these kinds of insights are essential. Whether you're a CEO, a senior manager, or an up-and-comer preparing for the future, Simply Management can help you improve your day-to-day effectiveness and leadership. You can learn how to develop a strategic plan that meets business objectives; organize the company for maximum effectiveness; motivate, empower, and help employees advance; and set up proper governance and controls. Case studies show how to avoid managerial mistakes and duplicate best practices that lead to the best outcomes. The managers' essential contribution to productivity must always involve focusing on managerial tasks and delegating expert responsibilities, and you can do it right with Simply Management.

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