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Often, the advice that makes the most impact does so because its delivered in a clear, memorable saying that cuts to the heart of the issue. For business readers fed up with long books that say little, nothing could be more refreshing than The Golden Rules for Managers. Management expert Frank McNair distills the best business wisdom into 119 memorable nuggets that speak directly to management issues, then explains the lessons behind the each saying.

Paint a Clear Picture of the Target (goal setting) What you Reward is What You Get (providing employee feedback) Employees will Respect what you Expect if you Inspect (follow-up) A Plan Is Not a Straightjacket (flexibility in execution) The Madder You Get, the Dumber You Are (self-management) Packaged for visual impact and easy reading, The Golden Rules for Managers is the new golden standard in management guides.

Frank McNairs straight-forward, pragmatic information is to the point, is easy to apply, is relevant and will continue to be relevant 10 years from now for companies such as ours. I use the techniques at my own company.

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Frank McNair captures the very essence of what makes good managers into great leaders. And he does it in a way that allows the reader to remember and put into action. A must read.

David Moff, SPHR, Chief Executive Officer | The HR Group, Inc.

My Personal Review:
In life you have those rare occasions where what might seem like an inconsequential encounter turns out to be a life changing experience. I had one such encounter when I met Frank McNair in a training class he was leading for my company in 1999. Within minutes, I knew I had met someone that could truly help me become all I had dreamed of becoming. Frank McNair has that rare combination of both intellect and street smarts. But his real strength is his teaching style that helps individuals uncover what truly motivates a themselves and then guides them along a path of their own growth and personal development. He has never told me what to do but he has helped me countless times thru his writings, teachings and general discussions to reach my own destination, based on what truly motivates me. In a nutshell, he helped me become more of who I wanted to become by helping me uncover and then act on what truly motivates me. Here are some of the maxims I have carried thru my life and career that I learned from Frank and use almost daily: -"Not everyone was raised at your house" -"People never argue with their own data" -"If you listen to someone long enough, they will tell you what motivates them" -"Problems live in the past. Solutions live in the future" -"Bad news ages poorly" -"To a kid with a new hammer, everything looks like a nail" There's an old expression that when the student is ready, the teacher will appear. I'm grateful that Frank appeared that day in 1999. Now almost 10 years later, I still have a long way to go but because of what Frank has taught me, I ask more questions, challenge my own answers, seek out others' opinions and especially those who think differently than me, I learn from my mistakes but I don't dwell on them because I'm too busy working on solutions. I've read thousands of books on sales, marketing, management etc. but rarely ever read a book twice. I have read two of Frank's books three times. Based on how much more I learned the third time, I suspect I will read them again. I would highly recommend Frank's works for any individual looking to become more productive or for any company looking to become more profitable or even for a parent looking to raise children to be all they can be. I'm proud to call Frank a coach, a mentor and one of my favorite authors but more than anything, I'm proud to call Frank a friend.

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