

## The A-Z of management concepts and models

new  
books

### Bengt Karlöf and Fredrik Lövingsson

A major new reference work covering all the essential concepts, models and ratios applied in business and management practice.

If you feel that your grasp of certain key concepts is a little hazy or you'd like to brush up on some important models, this new book is for you: well-researched and accessible, clear definitions, balanced comment and valuable insights for every entry.

The book contains 124 detailed entries, from Balanced scorecard and the Boston matrix, the Experience curve, Kaizen and McKinsey's 7S model to Porter's generic strategies, Relative

cost position and Sustainable development, Six Sigma, Value-based management, Yield management and Zero-based planning.

Charts and diagrams throughout, fully indexed; each entry ends with further recommended reading.

Bengt Karlöf and Fredrik Lövingsson are both management consultants with many years' experience of working with corporations of all types and sizes.

This superbly researched new book will become a fixture in your office, a reference of constant value, whether you're working in business, university or the public sector.

## Leadership for leaders

### Michael Williams

A ground-breaking book based on extensive research which will challenge your preconceptions and encourage you to think again.

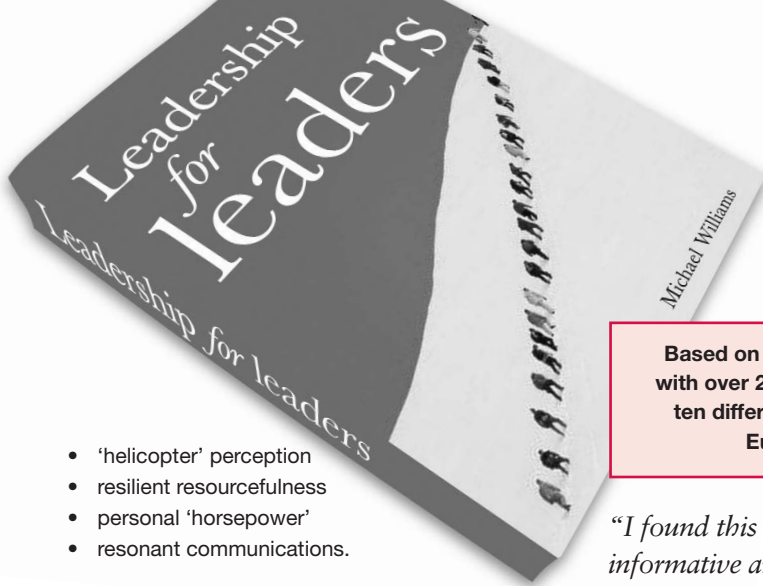
Full of insight and practical advice, Michael Williams' new book defines the seven key competencies required for successful leadership in today's environment:

- goal orientation
- close engagement with others
- integrity

**“MIKE WILLIAMS HAS WRITTEN AN OUTSTANDING BOOK ON LEADERSHIP. IT IS CLEAR, READABLE AND FULL OF SOUND ADVICE.”**

**PROFESSOR JOHN ADAIR**

please turn over 



**Based on over seven years' work with over 2,500 senior managers in ten different companies in both Europe and USA.**

- 'helicopter' perception
- resilient resourcefulness
- personal 'horsepower'
- resonant communications.

### Contents

- Close-quarter leadership
- Leadership theories, models – and common sense
- Leadership and the achievement ethic
- 'Buy-in', not by-pass: the rules of engagement
- Great leaders develop more great leaders
- Leading innovation – taking the organisation forward
- Leadership – a matter of mindset
- Making it happen – the leader's job

*"I found this book to be both an informative and enjoyable read... from the practitioner's perspective, the book maps a clear path through the myriad of theories and concepts which abound about leadership."*

PAUL WINTER, CEO, THE LEADERSHIP TRUST

*"A very informed, thoughtful and practical guide for private and public sector leaders.*

*A very fine achievement."*

YURY BOSHYK, FORMERLY PROFESSOR AT IMI GENEVA AND IMD LAUSANNE

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### Norton Paley

The plan itself is not the magic elixir. It's the mental process that goes into the planning that makes the difference.

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NOTHING; PLANNING  
IS EVERYTHING"**

**EISENHOWER**

## The 7 key areas in which you will steal a march on your competitors

- 1 Identifying your competitors' strategies and countering them before they materialise
- 2 Resolving internal difficulties before they arise
- 3 Concentrating your strength against a competitor's weakness
- 4 Recognising customers' needs and buying behaviour and translating them into new opportunities
- 5 Creating strategies and tactics that result in sustainable competitive advantage
- 6 Managing personnel with greater efficiency
- 7 Making strategic decisions with greater precision



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## The shorter MBA

### Barrie Pearson and Neil Thomas

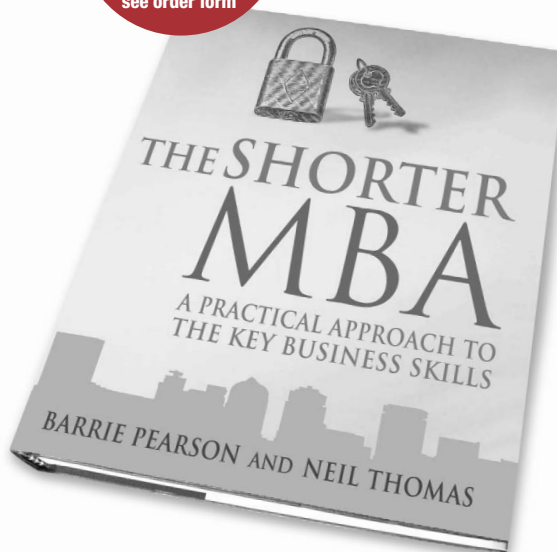
A completely updated and rewritten edition of this best-selling handbook. If you can't afford to give up two years to study for an MBA, take the sensible route – the authors have succinctly condensed all the skills you need to become successful in business.

This practical, hard-edged book provides **all the essential theory, practice and techniques** taught to MBA students.

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- Project management
- Human resources management
- Time management
- Decision-making
- Problem solving
- Communication skills

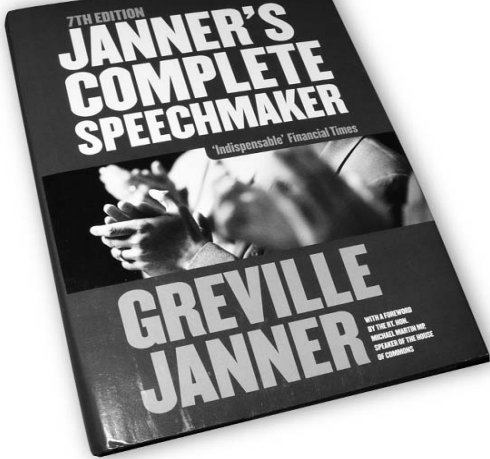
**Barrie Pearson** BSc, FCMA is chief executive of Realization, which delivers mentoring and coaching for CEOs and entrepreneurs. Previously, he founded Livingstone Guarantee, the first corporate



finance boutique in the UK. He is the author of several best-selling business books.

**Neil Thomas** is managing director of Falconbury, a management training specialist.

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