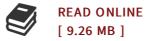




The Halo Effect. and the Eight Other Business Delusions That Deceive Managers

By Phil Rosenzweig

Free Press, United States, 2014. Paperback. Book Condition: New. Reprint. 212 x 138 mm. Language: English . Brand New Book. With two new chapters and a new preface, the awardwinning book The Halo Effect continues to unmask the delusions found in the corporate world and provides a sharp understanding of what drives business success and failure. Too many of today s most prominent management gurus make steel-clad guarantees based on claims of irrefutable research, promising to reveal the secrets of why one company fails and another succeeds, and how you can become the latter. Combining equal measures of solemn-faced hype and a wide range of popular business delusions, statistical and otherwise, these self-styled experts cloud our ability to think critically about the nature of success. Central among these delusions is the Halo Effect--the tendency to focus on the high financial performance of a successful company and then spread its golden glow to all its attributes--clear strategy, strong values, brilliant leadership, and outstanding execution. But should the same company s sales head south, the very same attributes are universally derided--suddenly the strategy was wrong, the culture was complacent, and the leader became arrogant. The Halo Effect not only identifies these delusions...



Reviews

The ideal publication i possibly go through. I was able to comprehended every thing out of this published e publication. I am delighted to explain how this is actually the finest pdf i have got read inside my personal existence and could be he very best ebook for possibly.

-- Roberto Friesen

This written book is excellent. It typically is not going to price a lot of. I found out this book from my dad and i encouraged this book to discover.

-- Darrin Abbott