



The Proverbial Manager

Steve Kay

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"Fine words butter no parsnips" That is why this book is not just about words its about action. It will make you smile, may even make you laugh, and at the same time can have a serious impact on the way you do business. Steve Kay, Business Trainer and former Strategic Innovations Manager at Coca-Cola, uses his bumbling Brand Manager, "Charlie", (see below) to demonstrate how Proverbs can be proactively used to greatly improve business performance. Through "Storytime" and "Charlies Exercises", Steve will show how even good executives / managers, like you, can enhance... . Your personal development . Your team's performance . Your organisation's business strategies But remember. "He who hesitates is lost" So act now, read, smile, and learn

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