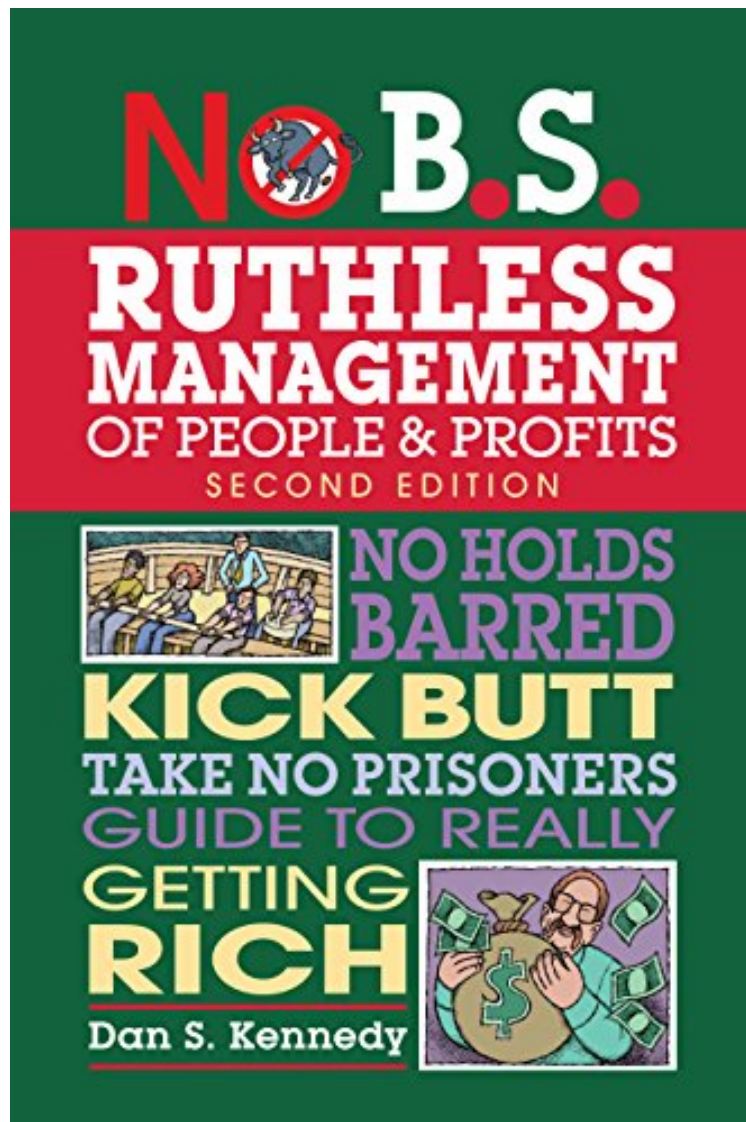


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# No B.S. Ruthless Management of People and Profits: No Holds Barred, Kick Butt, Take-No-Prisoners Guide to Really Getting Rich

Dan Kennedy

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profit!By JGichukiThis is Dan Kennedy at his finest. For a businessman who has everything going great or non at all, this book is blunt awakening on how to wrestle control of your business back from employees, MBAs, Vampires (oh yes!) and many others who show up to take after your hard work creating your opportunity.In this book, Dan Kennedy points out that most business owners allow others to get into their business overtime who do not care to make the owner profit. He follows up by outlining strategies to drive the whole business and force a culture of profit.Dan Kennedy is in the business owner's corner and this book is a must read for any chances to survive in the business jungle.0 of 0 people found the following review helpful. quick read.By Chad Wadeto the point and concise. But that's the point.0 of 0 people found the following review helpful. FantasticBy Clayton SlawsonUsed many principles and talking points of this book in my job, startup, and campaign. You surely will be thought provoked and brain storming. I highly recommend.

What does it really take to get productivity from people and, by doing so, maximum profits for your business?With a nod to Jeff Bezos, Steve Jobs, Walt Disney, and other ruthless yet highly successful managers, Dan S. Kennedy delivers the answer. In this new edition, Kennedy expands on his proven (if radical) strategies to get accountability, profitability, and productivity from employees.In his traditional No B.S. style, Kennedy kicks traditional leadership and management ideas squarely in the teeth with a realistic, straightforward assessment of the real relationship between business owners and their employees. Uncompromising strategies help managers gain iron-fisted control and get the results they demand. This take-no-prisoners advice liberates entrepreneurs to act in their best interests and insist on implementation of their objectives. And it leads to a cooperative, high-performance team when traditional textbook methods fail. Topics include learning how to hire profitable employees, taking home as much money as possible, making every employees' job a profit center, managing the powerful force of word of mouth, compressing the time between idea and action for maximum profits, and posing questions to individuals that force them to think and improve productivity.

From the Back CoverWhat does it really take to get productivity from people, and by doing so, maximum profits for your business? Giving a nod to Jeff Bezos, Steve Jobs, Walt Disney, and other highly successful managers, millionaire maker Dan S. Kennedy delivers the answer. Dismissing the traditional, yet ineffective, textbook methods for leadership and management (that likely led you here), Kennedy presents a straightforward assessment of the real relationship between employers and their employees, and dares you to take action. Coached by Kennedy, master results-driven strategies to help you gain iron-fisted control, act in your best interests, and get the results you demand, with a cooperative, high-performing team.Discover how to:• Hire profitable employees—and learn why fewer can be better• Start paying for performance, not for showing up• Establish the best standards for your business—when good enough is enough• Implement the Speed Imperative: compress the time between ideas and actions to maximize profits• Hold productive meetings (the best meeting may be no meeting)• Manage the sales process—the biggest instant improvement (make more \$ now!)• Take a serious look at the new fun mandate: Is a happy workplace a productive workplace?• Implement the new, rational model for profitable productivity (hint: it's not leadership)• Detect activity masquerading as accomplishment (hint: one produces profits and one doesn't)• Manage the most powerful force for good or evil: word of mouth