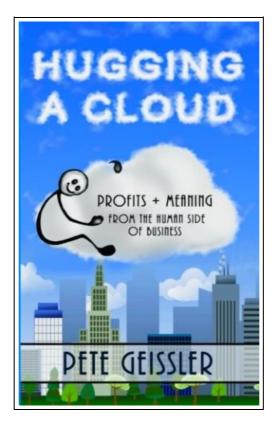
Hugging a Cloud: Profits + Meaning from the Human Side of Business (Paperback)



Filesize: 3.66 MB

Reviews

The most effective book i ever read through. It can be rally fascinating throgh looking at time period. Your lifestyle span will be enhance when you complete looking over this publication.

(Maribel Kerluke)

HUGGING A CLOUD: PROFITS + MEANING FROM THE HUMAN SIDE OF BUSINESS (PAPERBACK)



Createspace Independent Publishing Platform, United States, 2015. Paperback. Condition: New. Language: English. Brand New Book ****** Print on Demand ******. Perhaps the biggest lie in business is If you can t measure it, you can t manage it. Of course that simple aphorism has been proven wrong many times. John Wanamaker, the retail magnate, is famous for saying: I spend a lot of money on advertising and I know half of it is wasted. Trouble is, I don t know which half. The same is true of accounting, law, and even top management. Hugging a Cloud acknowledges that fact of business life, and goes a step further: The human side of business is difficult or impossible to measure, but it cannot be ignored. Leaders cannot afford to ignore the thinking, behaviors, and relationships that define the human side of business. All, separately and together, contribute in some way to profits+meaning. And they can be measured--perhaps not as precisely as financial ratios can be measured--with simple metrics that create the Profits+Meaning Index, or PMI. PMI, when combined with financial ratios, realistically evaluates the short- and long-term efficiency and prospects of a business and its leadership. Enlightened and forward-thinking leaders will hug the cloud that is the human side of business.



Read Hugging a Cloud: Profits + Meaning from the Human Side of Business (Paperback) Online



Download PDF Hugging a Cloud: Profits + Meaning from the Human Side of Business (Paperback)

You May Also Like



Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications.

Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book *****
Print on Demand *****. This historic book may have numerous typos and missing text. Purchasers can usually...

Download eBook

»



Fifty Years Hence, or What May Be in 1943

Createspace, United States, 2015. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****. Fifty Years Hence is a quasi-fictional work by Robert Grimshaw, a professional...

Download eBook

»



Fart Book African Bean Fart Adventures in the Jungle: Short Stories with Moral

Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Black White Illustration Version! BONUS - Includes FREE Dog Fart Audio Book for...

Download eBook

»



Twitter Marketing Workbook: How to Market Your Business on Twitter

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****. Twitter Marketing Workbook 2016 Learn how to market your...

Download eBook

»



A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

 $Create space, United States, 2014. \ Paperback. \ Book \ Condition: New. \ 251 \times 178 \ mm. \ Language: English. \ Brand \ New \ Book \ ***** Print on Demand \ *****. The ultimate learn-by-doing approach Written for beginners, useful for experienced developers who want to...$

Download eBook

»