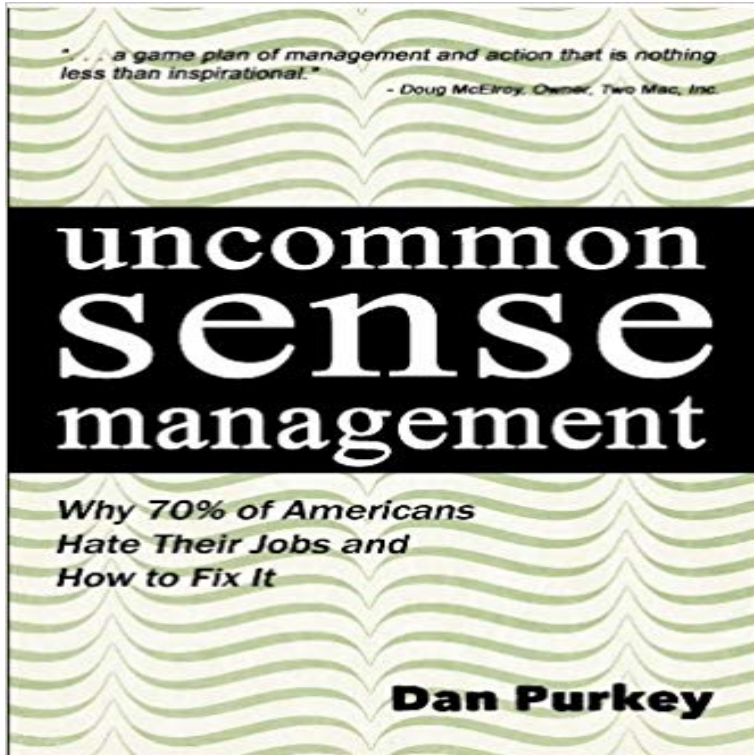


Uncommon Sense Management: Why 70% of Americans Hate Their Jobs and How to Fix It



Why do 70% of American workers hate their jobs (Gallup poll, June 2013), why is business management largely screwed up, and why can't businesses incorporate basic, fundamental human interaction principles in daily work to make 70% of American workers love their jobs? Uncommon Sense Management provides reasons and solutions for those hot topics. ** A refreshing change of pace for a management book. ** Revolutionary in its simplicity. ** . . . a game plan of management and action that is nothing less than inspirational. Are you too busy to do your job? Do you fight with other departments to try to get them to help you? Does there seem to be a lack of commonality of purpose in your business? Does it seem like if only a little common sense were applied that you could do better and your company could do better? When businesses try to fix problems, they often focus on the wrong thing. Like a drunk negotiating a long hallway, the business will bounce from side to side off the hallway walls, stumbling and tripping along in ignorant bliss in an effort to right the wrongs. The book shows you how to find the root causes that create inefficiency, ineffectiveness, and low profits and how to fix them. It provides practical techniques that will allow you to get out of the I'm too busy to do my job syndrome that many business people find themselves in. Virtually all business ills can be traced back to ineffective communication of some type. If you can identify and fix the communication breakdowns, you can fix your business ills. However, ineffective communication takes many, many different forms that can appear to the untrained eye as something other than a communication issue. In an entertaining style unusual for a management book, Dan Purkey provides the keys to identify and fix the true root causes of business problems so that you can sustainably inject more efficiency,

more effectiveness, and better profitability into your business. He provides the foundations to transform businesses into great places to work and profit machines, as well as to improve your personal work life. Uncommon Sense Management - when common sense just isnt enough.

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