



# Gummibärchen für den Chef (German Edition)

*Manfred Batz*

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## **Gummibärchen für den Chef (German Edition)** Manfred Batz

Gummibärchen für den Chef soll eine leichte, lockere und kurzweilige Sammlung von Themen auf dem Weg zum persönlichen Erfolg sein. Dieser Erfolg ist immer das Zusammenspiel zwischen einer professionellen mentalen Einstellung und echter harter Arbeit im Tagesgeschäft und niemals das Ergebnis einer einfachen Erfolgsformel.

Dieses Buch ist für alle, die sich ein lockeres, spielerisches, motivierendes und produktives Arbeitsumfeld wünschen.

Warum Gummibärchen für den Chef? Das erfahren Sie gleich im ersten des Kapitel des Buches.

Und was erwartet Sie ganz konkret? Praxisnahe Themen nach dem Prinzip des Storytellings und Impulse aus erfolgreichen Managementtrainings und Seminaren. So können Sie sich im Sinne eines Nachschlagewerkes rasch über Themen wie:

- Business Excellence
- Strategieentwicklung
- Leadership, Management und Coaching
- Kompetenzmanagement
- Zielvereinbarung
- Personalmarketing
- Mitarbeitergespräche
- Mitarbeiterbefragungen
- Verkaufsgespräche
- Verhandeln
- Servicemanagement
- Kaltakquise
- Kundenbefragungen
- Mentaltraining
- Gesundheitsmanagement
- Work-Life-Balance

mit geringem zeitlichen Aufwand informieren. Nicht immer bewegen sich dabei die Themen und Storys im Mainstream des Zeitgeistes, da Modeerscheinungen von den Autoren mit kritischer Distanz betrachtet werden.

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