



Managing from the Heart

By Hyler Bracey, Jack Rosenblum, Aubrey Sanford, Roy Trueblood

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Managing from the Heart By Hyler Bracey, Jack Rosenblum, Aubrey Sanford, Roy Trueblood

From the brain trust at The Atlanta Consulting Group comes a simple method hailed as a revolution in management practice: learning to care.

Caring isn't a frill. It delivers results. And for some unenlightened managers, learning to care can be a matter of corporate life or death.

Managing from the Heart is the story of Harry Hartwell, a composite character drawn from decades of the authors' field experience on the front lines of management reform. Known by his staffers as "the Abominable No Man," Harry's remarkable transformation into a caring and compassionate manager offers an easy-to-apply business parable—and an absolutely painless, one-of-a-kind learning experience. Acquire the five principles of caring management. Your people will be glad you did. And so will everyone who keeps an eye on *your* bottom line.

Praise for *Managing from the Heart*

"Outstanding! Delivers the right message at a critical time."—Lee A. Robbins, VP and CFO, Puritan Bennett

"Five powerful principles, so simple they are arresting. Their application by every manager can catapult a company to new heights of greatness."—Don M. Schrello, chairman, Schrello Direct Marketing, Inc.

"Much needed!"—Norman Vincent Peale

"*Managing from the Heart* is a gift you should give to yourself and your people. It outlines a beautiful philosophy that if applied will not only impact human satisfaction in your organization, but bottom line results."—Kenneth Blanchard, Ph.D., co-author of *The One Minute Manager*

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Bibliography

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Editorial Review

From Kirkus Reviews

If the four SNAGs (sensitive New Age guys) responsible for this pretentious bosh had not included a closing pitch for their Atlanta-based consultancy, many readers might conclude they were lampooning the caring/sharing subgenre of management guides. In deadly earnest fashion, unfortunately, Bracey and his three colleagues offer sanctimonious precepts through a set-piece narrative that logs a year in the fictive life of a senior corporate executive unblushingly christened Harry Hartwell. Hard-driving Harry (known to subordinates as the ``abominable no man") runs a domestic oil refinery in notably autocratic fashion for Ramoco, a multinational energy enterprise. During a near-death experience following (surprise!) a heart attack, however, Harry converses with a disembodied voice who answers to the name of Selena, giving himself a second chance at life--if he can change his ways. With the patience of a saint, the muselike creature tutors her recalcitrant pupil in the fine art of (yes, folks) managing from the heart. By the numbers, the hitherto impatient patient's do-or-die recovery regimen consists mainly of abiding by five responsive principles (whose initial letters spell out heart). The words Harry chooses to live by are: ``Hear and Understand Me. Even if you disagree, please don't make me wrong. Acknowledge the greatness within me. Remember to look for my loving intentions. Tell me the truth with compassion." At the happy ending of this saccharine parable, Harry has become a prince of a fellow--an inspiration to employees; a kinder, gentler family member; and a man of respect to his peers as well as superiors. Awesomely smug claptrap whose teachings amount to little more than trendy restatements of the golden rule. -- *Copyright ©1991, Kirkus Associates, LP. All rights reserved.*

Review

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From the Publisher

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Users Review

From reader reviews:

James Hall:

Your reading sixth sense will not betray an individual, why because this Managing from the Heart book written by well-known writer who knows well how to make book which can be understood by anyone who have read the book. Written in good manner for you, still dripping wet every ideas and composing skill only for eliminate your personal hunger then you still doubt Managing from the Heart as good book not just by the cover but also from the content. This is one book that can break don't determine book by its protect, so do you still needing another sixth sense to pick this particular!? Oh come on your reading sixth sense already told you so why you have to listening to yet another sixth sense.

Christine Mata:

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Margaret Garcia:

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