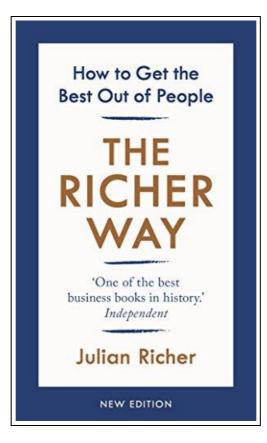
## The Richer Way: How to Get the Best Out of People (Hardback)



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## THE RICHER WAY: HOW TO GET THE BEST OUT OF PEOPLE (HARDBACK)



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Cornerstone, United Kingdom, 2017. Hardback. Condition: New. Language: English . Brand New Book. In 1978 Julian Richer, then aged just nineteen, opened his first shop near London Bridge. For over twenty years this shop has been listed in the Guinness Book of Records as having the highest sales per square foot of any retail outlet in the world, and the company as a whole, with its fifty-three stores nationwide and huge online presence, has become Britain s favourite retailer of TV and hi-fi equipment. What lies behind this extraordinary success? For Julian, the answer is simple: throughout his career he has focussed relentlessly on putting people - both staff and customers - right at the centre of his business. And in The Richer Way, he offers a supremely practical guide to how others can follow suit. He explains how to motivate employees and measure their progress. He establishes how to balance company discipline with individual autonomy. He explores what `customer service should really involve. Above all, he points the way to creating an open, friendly and flexible culture that will not only attract the best people but also offer the greatest chance of business success. Packed with straightforward, common-sense advice, The Richer Way will prove essential reading for all organisations, whatever their nature and size.

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