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## Winning em Over: A New Model for Managing in the Age of Persuasion (Paperback)

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By Jay Alden Conger

SIMON SCHUSTER, United States, 2001. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.A historic shift is occurring in the nature of management. Until recently, bosses could simply use the power of their positions to direct and order their subordinates. However, in today s workplace, which is significantly different from the remarkably homogenous and traditional business environment of just two decades ago, the approach of command authority no longer works effectively. Winning em Over chronicles a revolution. We are witnessing an ancient model of managing built around command and hierarchy give way to a new model built around persuasion and teamwork. Jay Conger demonstrates to managers on all levels how to thrive in the wake of this momentous transformation. Today we work in an environment where people don t just ask What should I do? but Why should I do it? To successfully answer this why question is to persuade. Yet many businesspeople misunderstand and still more make little use of persuasion. The problem? Persuasion is widely perceived as a skill reserved for selling products and closing deals. But in reality, good managers are persuading all day long. As Conger explains with insight and conviction,...



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