

1. Record Nr.	UNINA9910822061703321
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Titolo	Managing in discomfort zone [[electronic resource] /] / Patrick Forsyth
Pubbl/distr/stampa	Singapore, : Marshall Cavendish, c2005
ISBN	981-261-911-9
Descrizione fisica	1 online resource (104 p.)
Disciplina	330 658
Soggetti	Management Work environment
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Dedication; CONTENTS; Foreword; Preface; Introduction; Chapter 1; Chapter 2; Chapter 3; Afterword; Acknowledgements; About the author
Sommario/riassunto	Why is it that effective action is so often difficult to take? How do you make it work when you do take it? Human nature tends to make action difficult - or make it more likely to be delayed or be done half-heartedly (with subsequent negative impact on results). There are so many unpleasant issues to be faced, such as firing people or dealing with poor or unacceptable behaviour and performance; tackling sensitive issues such as bullying and discrimination; and handling awkward or embarrassing situations like networking or prospecting. Too often, managers and others find themselves in the 'disc