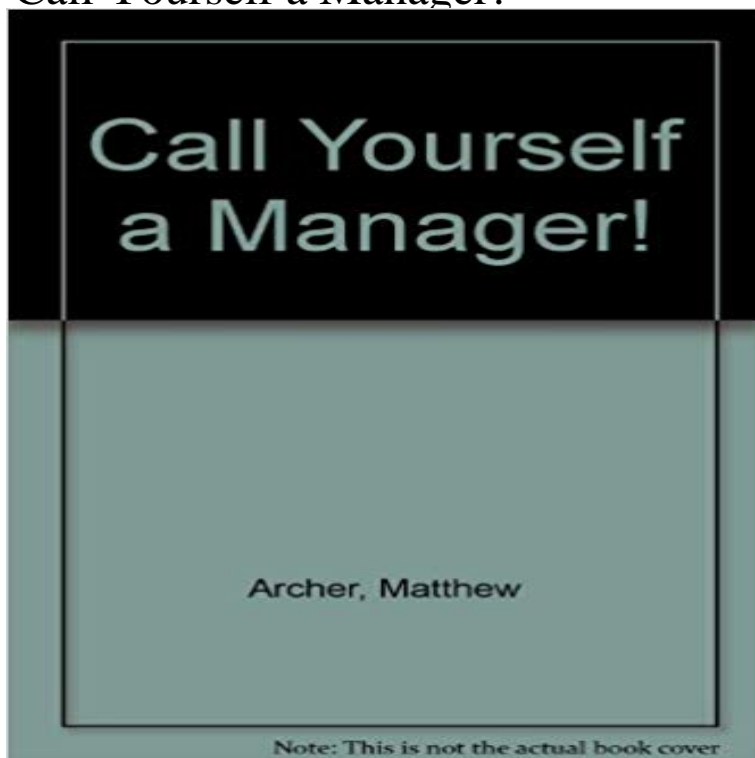


## Call Yourself a Manager!



Throughout the business world, there are thousands of people trying desperately to become a manager. Some of those who have made it to a management position have aspirations of becoming the chief executive. It is not too difficult to acquire the technical knowledge that goes with the job, but the human element is much more elusive. Being human, managers are subject to their own weaknesses and their performance can be affected by their fears, prejudices, lifestyle and their relationships with others. The supreme problem is how to behave like a manager. A manager can find him or herself battling with all those factors as well as a rebellious workforce, a belligerent chief accountant and less-than-sympathetic colleagues. The basic training rarely prepares the manager for the agonies ahead. In this book, the author analyses a wide range of management styles in an amusing and readable manner, offering busy managers useful and practical advice on how to improve performance and how to make their own working lives and that of their staff more enjoyable and productive. Matthew Archer started his working life in HM Colonial Service before moving via sales and marketing to become an Organisation and Methods officer. Thence he moved into computing, international consultancy and Management Services to finally work as Development Manager in a major insurance organisation. He has been well placed to observe various styles of management in action and this book is based on some of these real life observations.

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