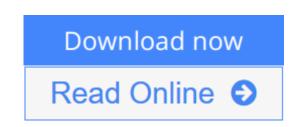


Winnie-the-Pooh on Management: In which a Very Important Bear and his friends are introduced to a Very Important Subject

By Roger E. Allen



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Finally in paperback-a quick, easy, and fun primer on management fundamentals.

The failure to grasp the basics of management often trips up even the most successful companies. With that in mind, management consultant Roger E. Allen uses A. A. Milne's beloved stories and characters to illustrate essential business principles, such as the establishment of clear objectives and strong leadership, the need for accurate information, and other neglected aspects of prudent management. Wonderfully readable and informative and sure to have the paperback appeal of Benjamin Hoff's *The Tao of Pooh, Winnie-the-Pooh on Management* is a must-read for anyone seeking to build their business skills but reluctant to become mired in an unnecessarily complex tome.

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Editorial Review

From Publishers Weekly

Management, as Allen reminds us, is a very serious subject. Unfortunately, though, his presentation of substantive issues-business purpose, managerial skills, motivation-is tenuous and underdeveloped; and his coverage of organizational theory is anemic, even when addressing the pivotal ideas of Peter Drucker, Theodore Levitt and Douglas MacGregor. Allen, a management consultant, selects A.A. Milne's classic characters to probe managerial functions in "an unfamiliar context, which will allow us to think about them in a new way." But his "new way" fails to inspire. 75,000 first printing; Fortune Book Club and QPB selections; published simultaneously on Penguin-Highbridge Audio. Copyright 1994 Reed Business Information, Inc.

From Library Journal

Management consultant Allen uses A.A. Milne's original stories and the classic drawings of Ernest H. Shepard as object lessons for today's manager. He presents the adventures of Christopher Robin and friends as illustrations of organizational management and comments on the effectiveness of management decisions and actions taken by various inhabitants of the Hundred Acre Wood. The Stranger who comes to the wood to instruct Pooh and friends in management never really explains why the group-who, after all, accomplish quite a bit without consultants-needs such instruction. Nevertheless, the Stranger teaches them basic management principles, including such fundamental communication concepts as, "The information should be meaningful to the individual who is receiving it." Although this work offers few new ideas, the old ones are refreshingly and humbly presented. Recommended for public libraries.

--Andrea C. Dragon, Coll. of Saint Elizabeth, Convent Station, N.J. Copyright 1994 Reed Business Information, Inc.

From **Booklist**

It's about time A. A. Milne's Very Important Bear entered the current craze of metaphorical nonfiction. No surprise that management is the Very Important Subject here, since Pooh, with help from the Stranger, has Very Important Lessons to Learn. Using this conceit, then, consultant Allen explains the six basic functions of managers, from establishing objectives to measuring and analyzing results, and, along the way, inserts some of Milne's prose as examples. A case of terminal cuteness? Perhaps. But if bosses-to-be absorb these commonsense notions, then maybe the Bear with Brain is a good teacher. *Barbara Jacobs*

Users Review

From reader reviews:

Deana Broom:

Why don't make it to become your habit? Right now, try to prepare your time to do the important action, like looking for your favorite guide and reading a guide. Beside you can solve your problem; you can add your knowledge by the reserve entitled Winnie-the-Pooh on Management: In which a Very Important Bear and his friends are introduced to a Very Important Subject. Try to make the book Winnie-the-Pooh on Management: In which a Very Important Bear and his friends are introduced to a Very Important Bear and his friends are introduced to a Very Important Subject. It means that it can to get your friend when you really feel alone and beside regarding course make you smarter than previously. Yeah, it is very fortuned for you personally. The book makes you far more confidence

because you can know anything by the book. So , let us make new experience and knowledge with this book.

Perry Payne:

The book Winnie-the-Pooh on Management: In which a Very Important Bear and his friends are introduced to a Very Important Subject gives you the sense of being enjoy for your spare time. You should use to make your capable much more increase. Book can being your best friend when you getting anxiety or having big problem together with your subject. If you can make reading through a book Winnie-the-Pooh on Management: In which a Very Important Bear and his friends are introduced to a Very Important Subject to become your habit, you can get more advantages, like add your current capable, increase your knowledge about several or all subjects. You can know everything if you like start and read a e-book Winnie-the-Pooh on Management: In which a Very Important Bear and his friends are introduced to a Very Important Subject. Kinds of book are several. It means that, science reserve or encyclopedia or other individuals. So , how do you think about this guide?

Victor Brown:

Information is provisions for anyone to get better life, information presently can get by anyone from everywhere. The information can be a information or any news even an issue. What people must be consider if those information which is in the former life are difficult to be find than now's taking seriously which one is appropriate to believe or which one typically the resource are convinced. If you have the unstable resource then you buy it as your main information there will be huge disadvantage for you. All of those possibilities will not happen with you if you take Winnie-the-Pooh on Management: In which a Very Important Bear and his friends are introduced to a Very Important Subject as the daily resource information.

Bernard Davisson:

The book untitled Winnie-the-Pooh on Management: In which a Very Important Bear and his friends are introduced to a Very Important Subject contain a lot of information on the item. The writer explains your girlfriend idea with easy method. The language is very clear and understandable all the people, so do not worry, you can easy to read the item. The book was published by famous author. The author gives you in the new period of time of literary works. You can read this book because you can continue reading your smart phone, or model, so you can read the book within anywhere and anytime. In a situation you wish to purchase the e-book, you can start their official web-site in addition to order it. Have a nice examine.

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