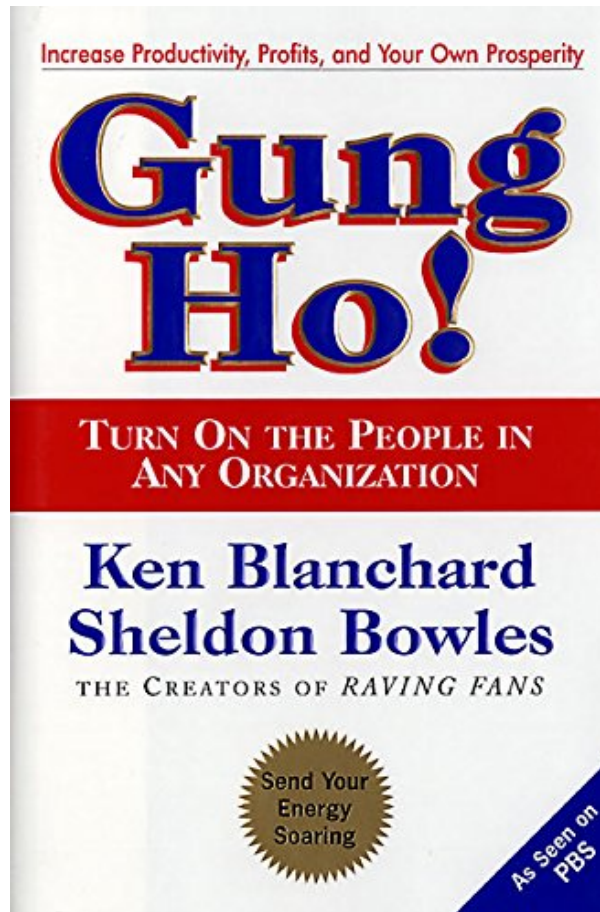


GUNG HO! TURN ON THE PEOPLE IN ANY ORGANIZATION BY KEN BLANCHARD



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**TURN ON THE PEOPLE IN
ANY ORGANIZATION**

**Ken Blanchard
Sheldon Bowles**

THE CREATORS OF *RAVING FANS*

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Energy
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From Library Journal

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Ken Blanchard and Sheldon Bowles, co-authors of the New York Times business bestseller *Raving Fans*, are back with *Gung Ho!* Here is an invaluable management tool that outlines foolproof ways to increase productivity by fostering excellent morale in the workplace. It is a must-read for everyone who wants to stay on top in today's ultra-competitive business world.

Raving Fans taught managers how to turn customers into full-fledged fans. Now, *Gung Ho!* brings the same magic to employees. Through the inspirational story of business leaders Peggy Sinclair and Andy Longclaw, Blanchard and Bowles reveal the secret of *Gung Ho!*--a revolutionary technique to boost enthusiasm and performance and usher in astonishing results for any organization. The three principles of *Gung Ho* are:

1. The Spirit of the Squirrel
2. The Way of the Beaver
3. The Gift of the Goose

These three cornerstones of *Gung Ho* are surprisingly simple and yet amazingly powerful. Whether your organization consists of one or is listed in the Fortune 500, this book ensures *Gung Ho* employees committed to success.

Gung Ho! also includes a clear game plan with a step-by-step outline for instituting these groundbreaking ideas. Destined to become a classic, *Gung Ho!* is a rare and wonderful business book that is packed with invaluable information as well as a compelling, page-turning story.

Management legend Ken Blanchard and master entrepreneur Sheldon Bowles are back with *Gung Ho!*, revealing a surefire way to boost employee enthusiasm, productivity, and performance and usher in astonishing results for any organization.

Raving Fans brilliantly schooled managers on how to turn customers into raving fans. *Gung Ho!* now brings the same magic to employees. Here is the story of how two managers saved a failing company and turned in record profits with record productivity. The three core ideas of *Gung Ho!* are surprisingly simple: worthwhile work guided by goals and values; putting workers in control of their production; and cheering one another on. Their principles are so powerful that business leaders, reviewing the manuscript for Ken and Sheldon, have written to say, "Sorry. Ignored instructions. Have photocopied for everyone. I promise to buy books, but can't wait. We need now!" Like *Raving Fans*, *Gung Ho!* delivers.

- Sales Rank: #20202 in Books
- Color: White
- Brand: William Morrow
- Published on: 1997-10-08
- Released on: 1997-10-08

- Original language: English
- Number of items: 1
- Dimensions: 8.25" h x .77" w x 5.50" l, .70 pounds
- Binding: Hardcover
- 256 pages

Features

- Great product!

From Library Journal

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"I think Gung Ho! will become the preeminent book in energizing and empowering people. . ."
-- Harvey Mackay

Most helpful customer reviews

8 of 9 people found the following review helpful.

Very good book on motivation

By Khaled Mahmoud Al Anani

Gung Ho! tells the story of how a new manager of an under-performing factory, Walton Works #2, was able to turn it around into one of the best-performing plants within her organization, that being her threshold to her career success. The story explains in a very simple and clear manner the three main attributes of a well-motivated organization, their importance and their significance within that organization.

The book is brief and yet explains its main ideas in sufficient detail, and they seem very logical too. This book falls short of being five stars only because it says very little or nothing on how to actually implement the recommendations in the book, and what to emphasize and what to avoid. The book is mainly the experience of one group of people, so you may need to take a different approach to implementing the same ideas. Overall, however, this is definitely a very good book on organizational motivation.

0 of 0 people found the following review helpful.

Great story gets to the point

By Todd

You have to read this if you deal are a supervisor or manager. Great story gets to the point.

1 of 1 people found the following review helpful.

Easy but 'worthwhile' read!

By Vincent Green

I sped through this book for 2 reasons- 1) it was printed with large type, short bits of text on each page, and written in a very accessible way, and 2) because it was so compelling.

I read it as part of a class on Educational Administration, and I plan to use it in the job I just got! The ways seem so simple, so easy, that I can't imagine anyone who 'gets' it (so to speak) being unable to motivate their employees. Of course, they must first master the 3 primary tenets therein.

Worth the money, worth the time, and filled with resources you can use.

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Yeah, reading a book **Gung Ho! Turn On The People In Any Organization By Ken Blanchard** can add your pals checklists. This is just one of the formulas for you to be effective. As understood, success does not suggest that you have wonderful things. Comprehending and understanding more than other will give each success. Close to, the notification and also perception of this Gung Ho! Turn On The People In Any Organization By Ken Blanchard can be taken and chosen to act.

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