

DOGBERT

Méthodes **ULTRA**
SECRÈTES

pour diriger
une Entreprise

traduit de l'américain par
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Overview

1. motivation ..
2. book content ..
3. message ..
4. conclusion ..

1. motivation

- my choice/ evaluation
- author
- comments

2. book contents

... the 7 main drivers for management success ...



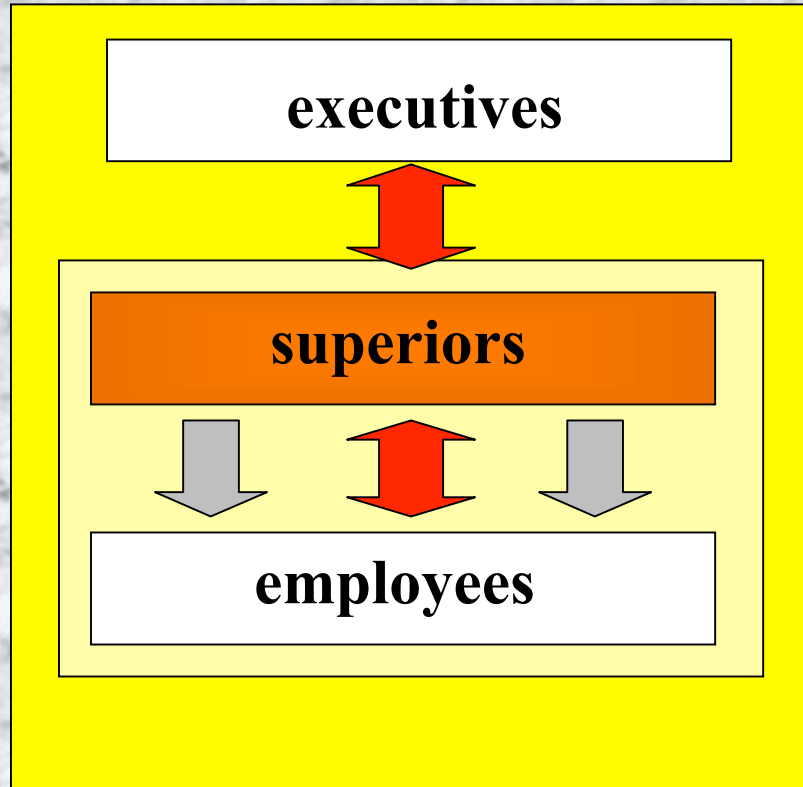
3. message

reversing the book's tips & tricks

...

- as a manager your employees are the “real assets” and should be treated that way ..
- accept their higher specific technical skills ..
if you are capable to contribute on your task
- Practice communication & learning in a top-down as well as bottom up approach ..
- in order to establish a climate of trust you must live what you are praying ..

4. conclusion



 **“black rhetoric”
(active/ passive)**

 **how [not] to do it
(book content)**

References

- *DOGBERT*, « *méthodes US pour diriger une entreprise* »
[First Editions, 1997]
- « *Die 66 häufigsten Fehler im Management* »
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