

MANAGEMENT FIASCO\$

30 sure-fire ways to ruin a business

AND *how to avoid them!*

If there is one thing that is common to anyone who works in any organisation, be it small or large, it would have to be the amazing fiascos that we see every day in any department. No matter how successful that organisation is, there is never a shortage of world's worst practice management!

John Magar scours through his more than twenty years of experience in business and management to bring to readers, this diatribe of corporate pathos and awe-inspiringly bad business bloopers.

Covering both small and large organisational malaises, and all and sundry departments including Human Resources, Operations, Finance, Information Technology and Marketing, John investigates corporate woefulness with consummate energy that both entertains and educates.

In this book, John does not simply poke fun at business though, but also suggests clear and practical solutions in thirty succinct chapters that are at once, implementable and engaging.

Packed with real-life examples, anecdotes and practical tools, John's new book will ensure that in one fell swoop, you will be both entertained and greatly improve your business.

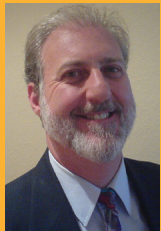
Comments on John Magar's writing:

"Educational and funny at the same time. Great fun"

"Cuts straight to the chase", "Highly amusing and pulls no punches"

"Engaging and entertaining communicator"

"Side-splitting critique of today's management"



John Magar runs his own sales and marketing consulting company, John Magar & Associates Pty Ltd, and is an experienced consultant, author, public speaker and corporate entertainer. With over 20 years in senior sales, marketing, general management and consulting roles, John brings an enthusiasm and authority to his work that underpins all his assignments conducted through his business. He lives with his family in Melbourne, Australia. www.jmassociates.com.au



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