

# 《共好！Gung Ho!》

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## 内容简介

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:

The Spirit of the Squirrel

The Way of the Beaver

The Gift of the Goose 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.

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## 作者简介

KEN BLANCHARD lives in San Diego California and is chairman of the board of Blanchard Training and Development Inc He is the co-author of *The One Minute Manager* and eleven other bestselling books His books have combined sales of more than twelve million c

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