



Lessons from the Heart of American Business: A Roadmap for Managers in the 21st Century

By Charles Madigan

Business Plus. Paperback. Book Condition: New. Paperback. 288 pages. Dimensions: 9.0in. x 6.1in. x 0.8in. One of America's most respected executives offers management insight into how to do business now and into the next century. Since taking over as chairman and chief executive officer of United Airlines, Gerald Greenwald has seen operating margins and productivity go up, labor grievances go down, and the stock price more than double. In *LESSONS FROM THE HEART OF AMERICAN BUSINESS*, Greenwald shares his extraordinary experiences and insight into how businesses in America operate today, including: corporate ethics, dealing with layoffs, building trust, office politics, and much more. In addition, Greenwald explores business practices and behavior in the second half of the 20th century and the important lessons they can teach about managing in the future. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.

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