



13 fatal errors managers make and how you can avoid them

By W. Steven Brown

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With straightforward, insightful advice, renowned business trainer W. Steven Brown provides managers—from new to experienced—with essential leadership tools. This is the book that “ought to be in the top drawer of every manager’s desk”*.

Are you guilty of...

- Being a buddy, not a boss?
- Never admitting that you are accountable?
- Managing different people in the same way?
- Failing to set common business goals?
- Trying to control your people instead of influencing their thinking with enthusiasm?

These are just a few of the 13 fatal errors managers make. Errors that waste valuable time, money, and talent. This book will show you how to recognize problems—and avoid them—before they happen. Author Steven Brown, a nationally recognized professional trainer and consultant, provides the essential guide for *effective* managers and shows you how to get the best from your workers, your company—and yourself.

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Editorial Review

Review

“Before we can start managing ourselves and others we must stop doing what doesn’t work and Steve Brown shows us how.”—Spencer Johnson, M.D., coauthor of *The New One Minute Manager*

“Steve Brown is ‘right on’ with *13 Fatal Errors Managers Make*. Simple and easy to read, but effective and practical in application.”—Zig Ziglar, author of *Zig Ziglar’s Secrets of Closing the Sale*

“In the flood of ‘success’ books, this is a stand-out in style, practical horse-sense, and applications....Brown gives us a needed dose of preventative management medicine!”—Denis Waitley, author of *The Psychology of Winning*

“This book....ought to be in the top drawer of every manager’s desk.”—*Robert Marville, former chairman and president of the Rockefeller Center Management Company

About the Author

W. Steven Brown is the Founder and Chairman of The Fortune Group International. Founded in 1970, The Fortune Group has provided many of the world’s most outstanding and successful organizations with training. Brown has personally designed and created numerous multimedia training systems in leadership, sales, change management and personnel effectiveness. Active for many years in the National Speakers Association, Brown received its highest form of recognition for presenters, the coveted CPAE award.

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