



Becoming a Master Manager: A Competing Values Approach

By Robert E. Quinn, David Bright, Sue R. Faerman, Michael P. Thompson, Michael R. McGrath

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Developed from both theory and empirical evidence, the text provides a compelling case for why managerial and leadership competencies are essential for employee engagement, effective communication, and sustainable organizational success.

The competing values framework offers future managers a foundation for analyzing, understanding and executing the behavior that will achieve positive performance, productivity and profitability.

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