



## The Halo Effect. and the Eight Other Business Delusions That Deceive Managers

By Phil Rosenzweig

Free Press, United States, 2014. Paperback. Book Condition: New. Reprint. 212 x 138 mm. Language: English . Brand New Book. With two new chapters and a new preface, the award-winning book *The Halo Effect* continues to unmask the delusions found in the corporate world and provides a sharp understanding of what drives business success and failure. Too many of today's most prominent management gurus make steel-clad guarantees based on claims of irrefutable research, promising to reveal the secrets of why one company fails and another succeeds, and how you can become the latter. Combining equal measures of solemn-faced hype and a wide range of popular business delusions, statistical and otherwise, these self-styled experts cloud our ability to think critically about the nature of success. Central among these delusions is the Halo Effect--the tendency to focus on the high financial performance of a successful company and then spread its golden glow to all its attributes--clear strategy, strong values, brilliant leadership, and outstanding execution. But should the same company's sales head south, the very same attributes are universally derided--suddenly the strategy was wrong, the culture was complacent, and the leader became arrogant. The Halo Effect not only identifies these delusions...



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-- **Wilber Altenwerth**

## Other Books

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### **Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities**

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso's groundbreaking and trusted guide on bullying-including cyberbullying-arms parents and teachers with real solutions for a...

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### **ESL Stories for Preschool: Book 1**

Createspace, United States, 2013. Paperback. Book Condition: New. 212 x 210 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.A big attractive colourful book for ESL beginners, aged 3 to 5. It contains 5 illustrated stories written specifically for...

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### **Odd, Weird Little**

Egmont USA, United States, 2015. Paperback. Book Condition: New. Reprint. 190 x 132 mm. Language: English . Brand New Book. New in paperback! \* At last: a humorous, useful and pedantry-free book about bullying! -- Kirkus Reviews (starred) Readers who love Louis...

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### **And You Know You Should Be Glad**

HarperCollins Publishers Inc, United States, 2014. Paperback. Book Condition: New. Reprint. 201 x 132 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.A highly personal and moving true story of friend-ship and remembrance from the New York Times bestselling...

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### **You Wrong for That**

Time Warner Trade Publishing, United States, 2006. Paperback. Book Condition: New. Reprint. 168 x 106 mm. Language: English . Brand New Book. After leaving her cheating husband, Rhea thinks she'll be alone forever. Then, in walks Davis Hickman, an attractive, sophisticated...

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### **Four on the Shore**

Penguin Books Australia, Australia, 1994. Paperback. Book Condition: New. James Marshall (illustrator). Reprint. 229 x 147 mm. Language: English . Brand New Book. Using their cache of already published easy-to-read books, Puffin launched their Easy-to-Read program. Favorite stories by such beloved authors...