



Mayday aus der Chefetage: Warum Manager in Krisen scheitern (German Edition)

Paula Brandt

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Absturz aus der Macht – wenn es für Manager in der Krise ums Ganze geht

Eine Krise im Unternehmen ist der Super-GAU für Manager: ca. 80 Prozent der Führungskräfte werden in Krisenzeiten ausgetauscht. Paula Brandt berichtet aus eigenem Erleben als Spitzen-Consultant, wie Topmanager unter Druck geraten und scheitern – mit dramatischen Folgen.

Paula Brandt, die über 18 Jahre lang Vorstände und Geschäftsführer beobachtet und beraten hat, zeigt anhand realer Fallbeispiele, warum die »Menschenfresser« unter den Managern nur kurzfristig Erfolge verzeichnen – Krisen zu bewältigen und dabei menschlich zu bleiben ist die größte Herausforderung für Spitzenmanager.

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