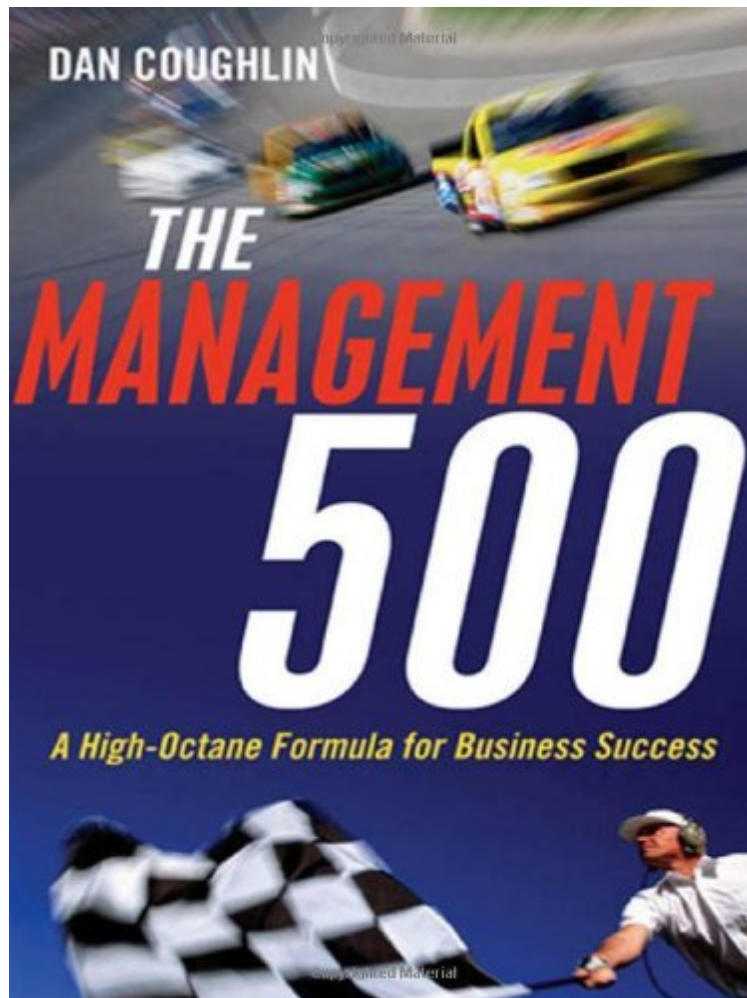


[Free download] The Management 500: A High-Octane Formula for Business Success

## The Management 500: A High-Octane Formula for Business Success

*Dan Coughlin*

*ePub | \*DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



READ ONLINE

#3570566 in eBooks 2009-06-03 2009-06-03 File Name: B002FU5SEQ | File size: 58.Mb

**Dan Coughlin : The Management 500: A High-Octane Formula for Business Success** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Management 500: A High-Octane Formula for Business Success:

1 of 1 people found the following review helpful. Insightful for developing winning strategies By William P. Pirtle I saw Dan in March at a speaking engagement in Novi, Michigan. After his presentation, I was sure I found the right person to write the foreword in my book, Navigating Through the Risks of Credit Card Processing. His presentation on customer service and creating value was great. I wanted to see more of Dan's style so I bought The Management 500 and was very much impressed with the concept. If you have ever watched even part of a NASCAR race, you know how critical every second is in the pit stop. A race can be won or lost because of a pit stop. Just as a single action in a business can bring a success or failure. By learning how racing teams prepare for a race and then applying that knowledge to how a business is run is brilliant. It emphasises the need for detailed planning and remembering that

every cog in the organization needs to be the best it can be. I encourage business owners and managers alike to read and apply the information Dan shares. Bill Pirtle, Author of *Navigating Through the Risks of Credit Card Processing* 0 of 0 people found the following review helpful. *High-Octane Acumen* By R. Horwath The Management 500 uses a simple and practical analogy of business and auto racing to help managers at all levels improve their business performance. Coughlin provides a solid foundation of how managers should prepare from a strategic perspective all the way through mental and physical preparation. The book is full of real-world racing examples and how their insights can better prepare managers to meet the many different challenges they face. As a business owner, this book gave me new skills and key questions and exercises to apply them. Highly recommended for managers at all levels to throw their business into 5th gear. 2 of 2 people found the following review helpful. *Fast-Paced and Insightful* By Elaine F. Todorov Even if you are not a fan of auto racing, you will find enormously practical advice you can use right away to generate sustainable, profitable growth. Anyone in business today understands the need for new tools to handle the speed of change. Like a top-notch driver in a finely tuned race car, Dan Coughlin's *The Management 500* gives your business the high-octane strategies you need to win the daily race for profit and growth.

The world of auto racing is thrilling, energizing, and runs at a break-neck speed. But it also requires incredible accuracy, nuance, and impeccable performance to ensure a win. These same qualities are essential for every manager who wants to build a sustainable, profitable business. Known as "The Management 500", this is the real-world race that business managers compete in to generate significant growth each year for three consecutive years. "The Management 500" provides practical management lessons from the history of professional auto racing. With insights and stories from some of the most successful people in Formula 1, IndyCar Series, and NASCAR over the past 60 years, consultant Dan Coughlin helps busy managers who want to rev up their skills in areas like leadership, teamwork, strategy, branding, problem-solving, dealing with change and innovation. From Enzo Ferrari to Kyle Busch, and from the Indianapolis 500 to the Daytona 500, this book has taken invaluable tips from the fast, furious world of racing and shows how every business manager can combine passion with precision to compete and win in today's competitive business world.

...offers practical lessons in management strategies gathered from the history of professional auto racing. -- National Speed Sport magazine ...remarkable example of employing a sports metaphor to impart valuable lessons about business leadership...as enjoyable as it is instructive. -- Fort Worth Star Telegram From the Inside Flap Superstar drivers like Dale Earnhardt, Sr., Richard Petty, Mario Andretti, Michael Schumacher, and others reigned supreme on the famous motor speedways of Daytona, Indianapolis, and Monza, Italy, at an incredible pace; always within inches of certain disaster. To excel in the world of auto racing, a driver needs passion, shrewdness, quick-thinking, strategy, teamwork, attention to detail, practice, and dedication. And what's true in auto racing is true in the business world. In fact, many of the qualities possessed by successful race teams are also essential for building and sustaining successful, profitable businesses. Whether you run a multibillion-dollar corporation or a hundred-thousand-dollar profit center, you need to achieve results quickly and improve performance month after month if you want to capture the checkered flag. The Management 500 provides high-octane management lessons drawn from the thrilling world of professional auto racing. With practical insights and stories from some of the most successful people in Formula 1, IndyCar Series, and NASCAR over the past 60 years--including Lee White, President of Toyota Racing Development, Geoff Smith, President of Roush Fenway Racing, and Ed Laukes, head of Toyota Motorsports--consultant Dan Coughlin shows you how to rev up your skills in areas like leadership, teamwork, strategy, branding, problem-solving, change management, and innovation, and get your company running in high gear. With keen observations from such racing stars as Michael Schumacher at Ferrari Racing Team, Jeff Gordon at Hendrick Motorsports, and Dale Earnhardt, Sr., at Richard Childress Racing, you'll discover how to: ? Master the eight problem scenarios business managers routinely face. ? Use pit stops wisely. ? Develop a team of people who understand your goals. ? Design a strategy to win. ? Build brand equity in any industry. ? Manage your people through an understanding of their strengths, passions, and values. ? Successfully navigate turns in the track. ? Problem-solve on the go, even when things are intense. From Enzo Ferrari to Kyle Busch, and from the Indianapolis 500 to the Daytona 500, this inspiring book will give you invaluable tips from the fast, furious world of racing, and show you how to combine passion with precision to beat your rivals in today's high-stakes world of business management. Dan Coughlin is a Fenton, Missouri-based management consultant and popular keynote speaker whose clients include Toyota, Shell, McDonald's, Roush Fenway Racing, Prudential, Abbott, and more than 150 other organizations. Dan can be reached through his website at [www.thecoughlincompany.com](http://www.thecoughlincompany.com). From the Back Cover Praise for *The Management 500*: "With *The Management 500*, Coughlin distinguishes himself as one of the nation's best contemporary business thinkers. The *Management 500* will become an invaluable part of your management and leadership arsenal." -- From the Foreword by Jason Jennings, best-selling author of *Hit the Ground Running*; *Less Is More*; and *Think Big, Act Small* "Business managers who love both winning and motorsports will find *The Management 500* enormously

valuable. I give Dan Coughlin a solid checkered flag in terms of his practical advice to help your business win the race for sustainable, profitable growth. — Lee White, President General Manager, Toyota Racing Development, USA Inc. "The Management 500 is a business race you can't afford to lose. Dan Coughlin's advice is powerful and high-octane, and it will help steer you on the fast track to sustainable business success!" — Marshall Goldsmith, New York Times and Wall Street Journal #1 best-selling author of "What Got You Here Won't Get You There" "The Management 500 is a breathtaking ride around a challenging track. Dan Coughlin tunes your business like a fine Ferrari, but you can own this book for a thousandth of the cost and make your business roar." — Alan Weiss, Ph.D., author of Million Dollar Consulting "Dan Coughlin's fresh look at the business of motorsports has brought to life a number of highly valuable management lessons in a fast-paced and exciting format. Dan is a master storyteller who makes winning management strategies memorable." — Torrey Galida, President, Millsport-Motorsports "The Management 500 is perfect for high-performing executives and managers. Having had Dan as my executive coach, I can tell you that the strategies work and have helped me and my team win races in our business." — Rick Altizer, President, Jiffy Lube International