



Unicorn Books/Rs. 250/-/Paperback/183pp

Management by **L**istening

This book discusses the hitherto sidelined but key aspect of Management – Listening to one's customers. It highlights this quality as an asset and tries to establish its importance as a wonderful Management resource.

Based on real-life management experiences, it particularly enlists numerous advantages of how Listening can enhance the output, customer satisfaction and the performance of an organisation.

The book also envelops an enriching inventory of unique and innovative solutions apart from various experiences acquired in the public sector. Numerous aspects of management and administration have also been incorporated herein.

It is a treasure of management principles and practices and a wonderful inspiration to all managers, both budding and seasoned.

A vivid description of actual anecdotes and examples from public and private sector enhances its overall utility and applicability.

Written in a simple conversational style, the book is easy to read, leaving a clear and distinctive impression on the reader.