

Dr. Peeling's Principles ...

"... useful and practical tips for managers.

"... a good buy if you or your staff members are embarking on those crucial first days as a manager."

—Michelle Collins, *CanadaOne*

"Every once in a while, you pick up a book that grabs you. This is the kind of book that I look forward to seeing on my nightstand after a long day at work.

"I really enjoyed reading the book because, not only did I pick up a point or two about how to deal with my co-workers from a leadership position, but I learned a thing or two about myself and what techniques I subconsciously had been using to deal with difficult co-workers and stressful work situations."

—Will Tracz, *ACM Software Engineering Notes*

"Over and over, I find myself believing that Peeling is right about some point that I wish he were wrong about.

"... if you're a front-line manager or in danger of becoming one, you can learn a lot from this book. You should buy it and read it."

—Richard Mateosian, *IEEE Micro*

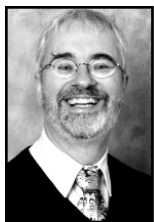
"a practical survival guide for the tenacious transition of learning how to become a manager... a sound and 'reader friendly' primer which is particularly recommended for the novice manager."

—The Midwest Book Review

"Nothing is more difficult than managing people. Dr. Peeling's new book will make the job a lot easier, especially for the person who wasn't born with a knack for handling others."

—Al Ries, Coauthor of *The 22 Immutable Laws of Marketing* and *The 22 Immutable Laws of Branding*

About the Author



Nic Peeling has a doctorate in computing from Oxford and is an award-winning software researcher at QinetiQ, originally part of the U.K. Ministry of Defence and now one of Europe's largest science and technology research organizations. He made the move from research to management in 1989. He now combines his management role with consultancy, focusing on technical, marketing, and management issues and developing technical briefings for the Ministry of Defence and others. Visit www.drpeeling.com for further details.

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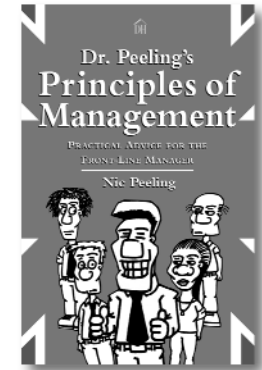
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Dr. Peeling's Principles of Management

Practical Advice for the Front-Line Manager

by Nic Peeling



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Uncommon Approaches to Managing Difficult People and Situations

Every day, professionals are promoted into management, often with less knowledge of leadership than of the tools of their trade. Although there are plenty of management books on the market, most of them address the lowest or highest levels of an organization. Few if any address the stickiest issues that hands-on managers face.

Dr. Peeling's Principles of Management offers managers a handy compendium of succinct, pragmatic advice. New and experienced managers tackle such questions as: How do you motivate a failing team? How do you inspire (or terminate) a poor performer? What tasks can you shirk—and what rules can you break? When should you retreat from office politics rather than retaliate? What distinguishes a leader from a manager?

These issues and countless others are matched with Peeling's candid, thought-provoking insights. All managers and future managers should read this book.

"The Golden Rule of Management: You will be judged by your actions, not by your words, and your actions shall set the example for your team to follow."

—from the introduction

"Office politics—and the ambitious, small-minded people who play political games on the job—can quickly undermine team spirit. I suggest you stamp hard on the first sign of politics infecting your team. Staff members who are playing political games do not behave in an open or straightforward way, so be forewarned: If you cannot determine the motivation behind someone's actions, office politics may be at work."

—from Chapter 1

Read more about this book at www.dorsethouse.com/books/dp.html