



## How to Think Like Sir Alex Ferguson: The Business of Winning and Managing Success

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By Damian Hughes

Aurum Press Ltd. Paperback. Book Condition: new. BRAND NEW, How to Think Like Sir Alex Ferguson: The Business of Winning and Managing Success, Damian Hughes, 'How to Think Like Sir Alex Ferguson is an insightful and interesting book packed with leadership ideas and real life examples taken from the cutting edge of sport that apply in leading any top team or business. I would recommend this book to anyone, especially those currently in leadership positions and those aspiring to get there, as Damian Hughes draws out the inspirational qualities required from one of the greatest managers in football.' Stuart Lancaster, England Head Coach, Rugby Football Union In How to Think Like Sir Alex Ferguson, Professor Damian Hughes distils the primary lessons of Ferguson's phenomenal success as manager at Manchester United and show how you can apply them to you own personal goals. You will learn about Ferguson's approach to people-management, changing mind-sets, visualisation, building confidence and embracing change - all techniques at the heart of turning Manchester United into a winning machine. You will also discover how he remained at the forefront of one of the world's most competitive industries and how to make this count with your own ambition....



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