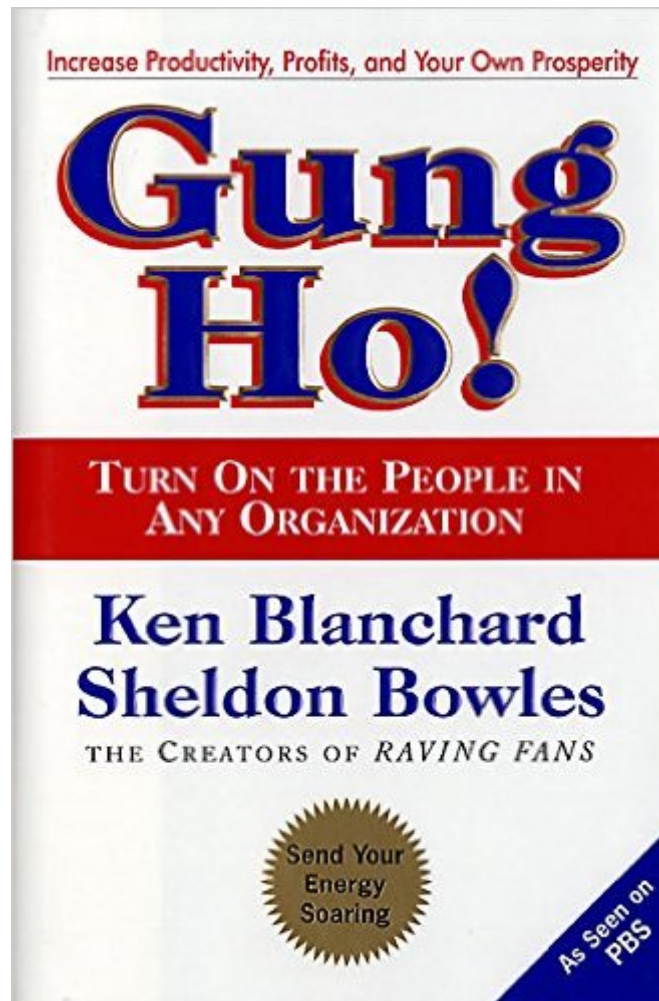


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# Gung Ho! Turn On The People In Any Organization



## Synopsis

Ken Blanchard and Sheldon Bowles, co-authors of the New York Times business bestseller *Raving Fans*, are back with *Gung Ho!* Here is an invaluable management tool that outlines foolproof ways to increase productivity by fostering excellent morale in the workplace. It is a must-read for everyone who wants to stay on top in today's ultra-competitive business world. *Raving Fans* taught managers how to turn customers into full-fledged fans. Now, *Gung Ho!* brings the same magic to employees. Through the inspirational story of business leaders Peggy Sinclair and Andy Longclaw, Blanchard and Bowles reveal the secret of Gung Ho--a revolutionary technique to boost enthusiasm and performance and usher in astonishing results for any organization. The three principles of Gung Ho are: The Spirit of the Squirrel, The Way of the Beaver, The Gift of the Goose. These three cornerstones of Gung Ho are surprisingly simple and yet amazingly powerful. Whether your organization consists of one or is listed in the Fortune 500, this book ensures Gung Ho employees committed to success. *Gung Ho!* also includes a clear game plan with a step-by-step outline for instituting these groundbreaking ideas. Destined to become a classic, *Gung Ho!* is a rare and wonderful business book that is packed with invaluable information as well as a compelling, page-turning story. Management legend Ken Blanchard and master entrepreneur Sheldon Bowles are back with *Gung Ho!*, revealing a surefire way to boost employee enthusiasm, productivity, and performance and usher in astonishing results for any organization. *Raving Fans* brilliantly schooled managers on how to turn customers into raving fans. *Gung Ho!* now brings the same magic to employees. Here is the story of how two managers saved a failing company and turned in record profits with record productivity. The three core ideas of *Gung Ho!* are surprisingly simple: worthwhile work guided by goals and values; putting workers in control of their production; and cheering one another on. Their principles are so powerful that business leaders, reviewing the manuscript for Ken and Sheldon, have written to say, "Sorry. Ignored instructions. Have photocopied for everyone. I promise to buy books, but can't wait. We need now!" Like *Raving Fans*, *Gung Ho!* delivers.

## Book Information

Hardcover: 256 pages

Publisher: William Morrow; 1 edition (October 8, 1997)

Language: English

ISBN-10: 068815428X

ISBN-13: 978-0688154288

Product Dimensions: 5.5 x 0.8 x 8.2 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (209 customer reviews)

Best Sellers Rank: #6,212 in Books (See Top 100 in Books) #9 in [Books > Business & Money > Management & Leadership > Training](#) #18 in [Books > Business & Money > Human Resources > Human Resources & Personnel Management](#) #106 in [Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship](#)

## Customer Reviews

Gung Ho! Gung Ho! is one of the best management books that I have read. Anyone that supervises others should read this book and practice using the techniques on a daily basis. The co-authors, Ken Blanchard and Sheldon Bowles tell a story that is basically common sense and easy to understand. The principles could be used in your personal life as well as your professional life. In the prologue, Peggy Sinclair was faced with the task of telling the Gung Ho story, a promise she made to her friend Andy Longclaw, before he passed away. As she was walking away from the hospital, Peggy was wondering how she was going to keep her promise. After hearing a conversation that two men were having, something one man said to the other came through loud and clear. "The Buddhists say when the student is ready the teacher would appear." Gung Ho! is a tale of a new general manager challenged with turning a failing business at Walton Works #2 into a success. Old man Morris thought for sure he would use Peggy Sinclair for a scapegoat. After figuring this out, she was out to prove him wrong. This book teaches management personnel how to motivate and improve performance of those they direct. The three simple techniques, "The Spirit of the Squirrel," "The Way of the Beaver" and "The Gift of the Goose" stand for worthwhile work, in control of achieving a goal, and cheer each other on respectively, are excellent tools to motivate others, though a lot of people do not utilize these tools or feel that a word of praise is necessary. I have presented my manager with these same ideas, before I ever read this book; only to be told "They get a paycheck, don't they? That should be all they need."

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