



Mut zahlt sich aus: 12 Mutproben fürs Business (Dein Business) (German Edition)

Alexander Verweyen

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"Business as usual" mit dem Prädikat "besonders mutlos" - so geht es heute in vielen Unternehmen zu. Statt Mut grassiert Angst. Angst vor Zurückweisung, Angst vor Fehlern. Grund für Alexander Verweyen ein Plädoyer und eine praktische Anleitung für mehr Mut im Business zu schreiben. Nicht abstrakt und theoretisch, sondern ganz konkret und praxisbezogen auf zwölf wichtigen Handlungsfeldern im Business: Akquisition, Kundenpflege, Führung, Teams, Motivation, Sales, Verhandlung, Kommunikation, Präsentation, Wachstum, Krisenmanagement und Change.

Lassen Sie sich inspirieren von den Beispielen des Autors, in denen Mut gefragt war und sich ausgezahlt hat. Lernen Sie bewährte und originelle Tools kennen, die helfen, Grenzen des Möglichen zu verschieben und auf Dauer bessere Ergebnisse zu erzielen. Denn durch Mutproben sind wir schon als Kinder innerlich gewachsen. Als Erwachsenen können wir das auch!

Das Buch enthält überdies ein kleines Spiel für den Leser: Am Ende jedes Kapitels wird er jeweils zu einer Mutprobe herausgefordert. Wenn er alle 12 Mutproben besteht, erhält er vom Autor ein kleines Geschenk und ein persönliches Mut-Zertifikat.

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