



**Tough Management: The 7 Winning Ways to  
Make Tough Decisions Easier, Deliver the  
Numbers, and Grow the Business in Good Times  
and Bad: The 7 Winning Ways ... and Grow the  
Business in Good Times and Bad**

*Chuck Martin*

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# **Tough Management: The 7 Winning Ways to Make Tough Decisions Easier, Deliver the Numbers, and Grow the Business in Good Times and Bad: The 7 Winning Ways ... and Grow the Business in Good Times and Bad**

*Chuck Martin*

**Tough Management: The 7 Winning Ways to Make Tough Decisions Easier, Deliver the Numbers, and Grow the Business in Good Times and Bad: The 7 Winning Ways ... and Grow the Business in Good Times and Bad** Chuck Martin

Based on more than two years of surveys of more than 2,000 senior executives and managers, *Tough Management* may be one of the most important and practical business books of our time. Bestselling author, weekly columnist, and sought-after speaker Chuck Martin has tapped into his research firm's vast network of business connections to discover that 80 percent of executives and managers are experiencing increased levels of work stress.

On the bright side, Martin has found that tough times have brought out the best in the world's most successful leaders and managers. And now, in his groundbreaking new book, he offers a refreshing bottom-line approach to what really matters in today's difficult market--and what really works in today's demanding workplace.

The seven skills every manager should know:

1.Focus on Results

2.Force the Hard Decisions

3.Communicate Clearly

4.Remain Flexible

5. Prove Your Value to the Company

6. Force Collaboration

7. Don't Be a Tough Guy

Using these practical, powerful, and proven techniques, Martin reveals how other business leaders have met the demand to do more, deliver more, and increase more--without raising stress levels. By focusing on actual results and forcing the hard decisions, you can learn to communicate and collaborate while remaining flexible. It's one of the few business books available that provide real solutions to real challenges. Because when the going gets tough, smart managers get *Tough Management*--and get real results.

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**Lucy Carson:**

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