

《商战英语阅读》丛书

# 别了， 管理理论

|(美) 鲍勃·普罗森 著 屈璐璐 节译|

扔掉你的老理论吧！  
取得出色业绩，五个法则就够了！  
在《别了，管理理论》中，  
作者大胆地告诉您如何突破传统的管理理论，  
将大量的实践、案例和创新浓缩在五个法则之中，  
有助您快速有效地形成思路、构建系统、走向辉煌！  
本书曾获“今日美国”图书奖，位居亚马逊同类销售榜首。



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Kiss  
Theory  
Good  
Bye

★商战英语阅读★

Five Proven Ways to Get  
Extraordinary Results in Any Company

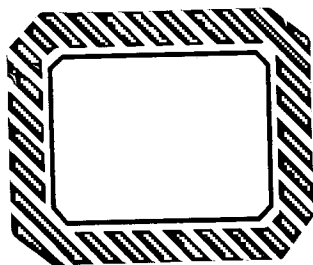
# KISS THEORY GOOD BYE

BOB PROSEN

## 别了，管理理论

——获得出色业绩的五个有效法则

(美) 鲍勃·普罗森 著 屈璐璐 节译



学 出 版 社

北 京

## 内 容 简 介

本书将成功的企业视作有机整体,启发读者不拘泥于管理理论,而是有效实践地管理企业。书中“出色业绩的五个法则”令人耳目一新,在出版后迅速赢得“今日美国图书奖”等多项好评。本书可以作为企业管理实践性读物,适合中小企业管理者及大中企业的中层人士作为通俗阅读。

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## **Acclaim for Bob Prosen's Kiss Theory Good Bye: Five Proven Ways to Get Extraordinary Results in Any Company**

### **对《别了，管理理论》的好评**

"Most management/leadership books I read are confusingly complex and deliver no actionable information. Bob's book is the exception. It lays out a nuts-and-bolts map for successful execution in any business."

"我读过很多管理 / 领导类书籍，它们都复杂得令人头昏，并且没有带来任何行为信息。Bob 的书却是例外，它向我们展示出一幅由细节组成的图景，可以在任何业务中得到成功执行。"

— KEN MAY, President and CEO, FedEx Kinko's

"If any one of the five attributes is missing, you'll never reach peak performance — no matter what business you're in."

"五个法则哪怕缺失了其中的任何一个，不管你从事何种行业，你都将无法取得最佳业绩。"

— MAURA DONAHUE, Chairman, U.S. Chamber of Commerce

"Bob's ideas are expressed clearly and with vigor; his style is lively and provocative. He encourages executives to be both passionate and practical in their pursuit of extraordinary results. Everyone should be able to learn from Prosen's book regardless of the level or stage of business career."

"Bob 的观点表达得清楚而充满热情；其风格生动而富吸引力。他鼓励管理人员在追求出色业绩的过程中，既要充满热情，又要讲求实际。任何人都应该能从他的书中学到些东西，不管他的职业生涯正从于何种位置、何种阶段。"

— DAN T. CATHY, President and Chief  
Operating Officer, Chick-fil-A, Inc.

"Bob's book provides an excellent framework for increasing organizational and personal performance. Best of all, this book is down to earth and focused on operation and execution, *Kiss Theory Good Bye* is a practical, insightful way to get results."

"Bob 的书为提高组织和个人业绩提供了一个极好的框架。它的最大好处在于十分切合实际，将重点放在了操作和执行上，‘告别理论’的确是取得业绩的

一个实际而有远见的方式。”

— PETER ALTABEF, President and CEO, Perot Systems

“Will Rogers once said, ‘Nothing is more common than a good idea and nothing less common than a good idea carried out.’ In a hard-charging and confident manner Bob Prosen attacks head-on the problem that is at the core of so many companies’ and organizations’ lack of success, the glaring gap between planning and achieving the plan, and provides a crystal-clear road map to eliminating that gap.”

“Will Rogers 曾经说过：‘没有什么比一个好点子更寻常的了，也没有什么比执行一个好点子更不寻常的了。’ Bob 用一种可信、大胆的方式，直击导致诸多公司和组织无法获得成功的核心问题，即计划和实现计划之间存在的鸿沟，并为消除这一鸿沟指出一条康庄大道。”

— GARRETT BOONE, Chairman, The Container Store

“I really enjoy Bob’s straight talk. His ability to cut to the chase and focus on the significant few versus the important many is right on target. This book sets the standard for getting things done!”

“我真的十分享受 Bob 的直言快语。他能够直接找到问题关键，并且着重于有意义的几点而非重要的很多点，这种方式十分精准有效。这本书为同类处理建立了标准。”

— JAMES PINCKNEY, General Manager, Microsoft Corporation

“Tons of wisdom! A must-read for any executive—especially those ready to take their company to the next level. Whether you’re in packaged goods or capital goods, *Kiss Theory Good Bye* provides actions that will increase your company’s profitability.”

“闪烁着智慧之光！任何管理者的必读书目！——尤其是那些准备将公司提升一个层次的管理者。不管你经营的是包装商品还是资本货物，《别了，管理理论》都能为你提供增加公司收益的行为参考。”

— JOHN SIGNORINO, CEO and President,  
Chicken of the Sea International

“Insightful. Prosen captures the essence of execution. *Kiss Theory Good Bye* helps you find the right way to engage and energize your organization for measurable results. His approach made such an impact on me I hired him to train my management team.”

“极富洞察力。Prosen 抓住了管理的本质。《别了，管理理论》能够帮你找到处理和激励你的公司取得重要业绩的正确方法。他的方式对我的影响如此之深，以至于我都想雇他来训练我的管理队伍了。”

— JOHN THOMPSON, President, Crossmark

“This work is truly a gift to leaders everywhere. I had the feeling I was stealing secrets from someone as I took notes and highlighted the many nuggets of wisdom Prosen has given us. Prosen’s perceptions of what makes quality leaders and how to attain operational excellence is some of the clearest and most motivational material I have read.”

“这一成果对世界各地的领导者来说都是莫大的福音。当我一边作笔记一边标出 Prosen 的那些至理名言时，我觉得自己像在窃取机密。Prosen 对于什么造就一流的领导者以及怎样才能获得卓越的行动力等问题的理解，是我读过的最清楚明白和最具启发性的资料。”

— PATRICK F. QUINN, Executive Director of Operations,  
Saint Paul Public Schools

“There have been many books on business leadership. However, Prosen takes the intangible and dissects it into a very precise recipe for success. I really enjoyed the comprehensive and no-nonsense approach and, in fact, think it would make a great MBA text.”

“市面上关于企业领导的书有很多。然而，Prosen 却对这一抽象的主题进行详尽研究，而后开出一剂非常精细的成功处方。我真的很欣赏这种通俗易懂却又直接有效的方式，并且，实际上我认为它都可以用作 MBA 的高级教材了。”

— PETER THONIS, Senior Vice President, Verizon

“I must be nuts recommending Bob’s darn book. If more executives were to follow and actually execute on his straightforward ‘how-to’ performance recommendations, guys like me would have fewer troubled companies to help lead out of the financial and operational swamps. His book is definitely unfair to turnaround folks.”

“我很热衷于推荐 Bob 这本可恶的书。如果更多的管理者试着遵从并且真正执行他那些直接‘指引式’的行为建议，我和我的同行将失去越来越多的将陷入困境的公司拉出财务和经营泥淖的机会。他的书对那些经营好转的家伙真是太不公平了。”

— SAM COATS, President and CEO, SI Restructuring, Inc.

*"Kiss Theory Good Bye gives chief executives the tools they need to become better leaders, become better decision makers, and get better results."*

“《别了，管理理论》予主管者以利器，使之可能成为更优秀的领导者、更英明的决策者，进而取得更出色的业绩。”

— RICHARD CARR, Vice Chairman, VISTAGE

*"All the ingredients a leader must have to be successful, and more ... the recipe to convert vision into execution!"*

“一个想要成功或者更加完善的领导者必须具备的因素……诀窍在于转变管理视角！”

— SKIP MOORE, Managing Partner, Deloitte & Touche

*"Kiss Theory Good Bye cuts through the mountain of theory and politics that bog down organizations and gives leaders simple and easy to use tools that immediately improve execution."*

“《别了，管理理论》避开了理论和政治学这座令企业犯难的大山，转而给领导者带来简单、易懂、能即刻推动执行的工具。”

— DENNIS MAPLE, Executive Vice President, ARAMARK

*"Unlike so many business books that focus on the past, Kiss Theory Good Bye provides a blueprint for guiding companies into the future. Bob Prosen has done us all a service."*

“不像诸多经济书籍那样专注于过去，《别了，管理理论》一书提供了一个指导企业走向未来的蓝图。Bob Prosen 给我们所有人带来了福音。”

— JIM DAVIDSON, Former Executive Vice President  
and General Manager, Hitachi Data Systems

*"Bob's sharply illustrated tools and techniques will help our international architectural practice be better managed and more profitable. What our management team has learned will continue to return many times our investment."*

“Bob 深刻地阐述了一些工具和技能，能够帮助我们的国际建筑活动得到更好的管理和更大的利益。我们的管理团队所学到的东西将继续几倍地回报我们的投资。”

— RALPH HAWKINS, CEO, HKS

*"This is the definitive how-to book on business execution. A must-read for all experienced as well as new leaders and managers."*

“这是一本关于企业管理的权威的指导性书籍。所有新 / 老领导者 / 管理者的必读书目。”

— ED H. BOWMAN, President and CEO, SOURCECORP

“To get results with certainty, read *Kiss Theory Good Bye*. You will discover the formula for combining the power of people and the need to get things done that will help you produce extraordinary results.”

“想要获得确定性的业绩？读《别了，管理理论》吧！你将从中发现一种将人的力量和做事的需要结合在一起的准则，它将帮助你做出完美的业绩。”

— JACK LOWE, Chairman, TDIndustries

“Regardless of the nature of your business, *Kiss Theory Good Bye* will give you specific solutions and strategies that you can begin implementing immediately to improve results.”

“不管你所在的企业性质如何，《别了，管理理论》都将给你具体的解决方法和行为策略，从而使你能够立刻借此发展业绩。”

— TED SCHWEINFURTH, Partner, Winstead,  
Sechrest & Minick

“Experience matters! Bob brilliantly spells out what leaders must do to produce great client, employee, and financial outcomes.”

“经验大于一切！Bob聪明地讲清楚了，领导者必须怎样做才能获得好的客户、好的员工，并且赢得好的经济成果。”

— RUSS LABRASCA, Executive Vice President,  
Wells Fargo Private Client Services

“Refreshingly straightforward... No theory here. Instead, Bob Prosen provides the playbook for getting consistent results all the time.”

“令人振奋的简单……理论在此回避。Bob提供的是一本能让你持续不断取得业绩的营销攻略。”

— KA COTTER, Vice Chairman, The Staubach Company

“Finally a book that decodes exactly what organizations must do to produce great results. All employees will benefit greatly from Bob's experience.”

“归根到底这是一本完美破解了企业获得出色业绩的全部秘密的书。所有的员工都将从Bob的经验中受益匪浅。”

— DEEDRA BOULINE, VP of Organizational and  
Employee Development, Sabre Holdings

“Direct and to the point; Bob has done an excellent job pulling together all the essential components of execution into one place. I kept wishing I had access to this information years ago.”

“直接而且正中要害；Bob 做了一项了不起的工作，将管理的所有关键因素收归到一处。几年前我就一直希望自己能够获得这一信息。”

— AL LYNCH, Retired President and CEO, JC Penney International

“School systems committed to improving accountability will keep *Kiss Theory Good Bye* close at hand. Bob Prosen has done education a great service.”

“致力于发展可读性的学校系统应该将《别了，管理理论》一书紧抓在手。Bob 在教育方面做出了重大贡献。”

— DR. MIKE MOSES, Former Texas Commissioner of Education

“Proven principles organizations can use immediately to produce real results.”

“企业能够用以即刻产生真实业绩的有效准则。”

— DR. SAMUEL ROSS, Chief Medical Officer, Parkland Hospital

“Companies are always looking for ways to outperform the competition. Bob shows you how to identify and focus your entire organization on what matters most — results!”

“企业一直以来都在寻找在竞争中取胜的法宝。Bob 向你展示了怎样识别并集中整个企业的力量去赢得最重要的东西——业绩！”

— GARY M. DIXON, Partner, Human Capital, Ernst & Young LLP

“If you demand superior results, this is the real thing. Mr. Prosen cracks the code and gives us exactly what we want: step-by-step instructions on how to achieve results that count. Do yourself a favor. Buy it.”

“你想取得超人一等的业绩的吗？它即将成为现实。Prosen 先生成功解译管理密码，给我们带来梦寐以求的东西：关于如何一步步实现业绩的详尽说明书。买下它，助自己一臂之力吧！”

— WALTER JONES, Group Technology Executive,  
Wells Fargo Bank

“Bob is a master at building high-performance teams. He understands the importance of hiring the right people, and the importance of leadership. If you want to learn how to attract and retain top talent, read this book.”

“Bob 是一个打造高水准团队的大师。他深谙雇佣合适员工的重要性，以及领

导者的意义。如果你想学习如何吸引和留住一流的人才，就读这本书吧！”

— STEVE WATSON, International Chairman,  
Stanton Chase International

*“Kiss Theory Good Bye is a compelling read, offering a toolbox to public and private sector managers alike to help establish clear focus, effective management, and measurement of outcomes. In an era of rapidly diminishing resources, this is a must-read for executives to prioritize on those things that bring an organization the most value-added return on investment.”*

“《别了，管理理论》是一本相当有说服力的读物，它为公共或私人部门的管理者提供了一个工具箱，帮助他们建立明确的目标、有效的管理以及成果评测。在现在这样一个资源锐减的时代，对于那些想要抢占资源先机从而给企业带来投资的最大增值回报的管理者而言，这是一本必读书。”

— MICHAEL A. EUGENE, Business Manager,  
Los Angeles Unified School District

*“An absolute must-read for senior leaders of any organization who are looking for straightforward business principles that get results!”*

“对于任何组织的高级领导者，尤其那些一直在寻找获得业绩的简单有效的经济准则的领导者，这都是一本绝对当之无愧的必读书。”

— MICHAEL K. BERRY, President,  
HILLWOOD Properties, a Perot Company

*“Bob is a compelling and inspirational speaker. His book, Kiss Theory Good Bye, captures his passion and is filled with focused, proven advice for getting results. Keep it close as a working business tool and reference guide.”*

“Bob是一个相当有说服力和灵感的演说者。他的《别了，管理理论》一书，成功地保留了他的热情，并且充满了关于获得业绩的集中而有效的建议。姑且将它作为一种有效的商业工具和参考指南吧！”

— R. PHILLIP BOYD, CFO, OsteoMed LP

*“Bob, you have a winner! I like the elegant simplicity and unique focus on how to achieve sustained profitability.”*

“Bob，你是一个赢家！我喜欢你在阐述怎样实现持续利率的阐述时所表现出的优雅的简洁性，以及独特的焦点。”

— MARK LANEY, President, Cook Children’s Physician Network

*“Bob’s experience, proven track record, and easy-to-follow method help*

companies large and small achieve results that count.”

“Bob 的经验、已经证实的业绩记录以及易学的方法，将帮助大大小小的公司实现有价值的业绩。”

— ARTURO VIOLANTE, Former President,  
Greater Dallas Hispanic Chamber of Commerce

“When I first met Bob he was speaking to a group of CEOs. Bob knew exactly what I was going through running my own company. The principles in this book are right on the money! If you run a business or you own your own business, you must read this book!”

“我第一次见到 Bob 时，他正面向一群 CEO 演讲。Bob 准确地知道我在自己开公司时经历了什么。这本书中的准则几乎丝毫不差！如果你想开公司或已经拥有自己的公司，你一定要读这本书！”

— MICHAEL RASA, President/CEO,  
Rasa Floors & Carpet Cleaning

“Packed with 100 percent useful information every leader should have at his or her fingertips.”

“充满 100% 有用的信息，每个领导者都应该手头一本。”

— MARY SUTHER, Retired CEO,  
The Visiting Nurses Association of Texas

“Every successful leader needs to read this book.”

“每个成功的领导者都需要读这本书。”

— TONY JEARY, Mr. Presentation,  
author and coach to the world's top CEOs

“Strong, clear, fundamental advice for building organizations based on integrity and committed to excellence and results.”

“令人信服的、清楚的、基础的关于加强组织的建议，建立在完整性的基础之上，并且致力于卓越和业绩。”

— DON FRANKLIN, Chief of Police, Addison, Texas

“Bob spells out practical, real-world examples that any company can use to get better results.”

“Bob 用实际的、现实世界中的案例来进行清楚阐述，任何一个企业都能用以获得更好的业绩。”

— ERIC SUDER, CEO/Founder, ESI

“Bob Prosen showed us how to work collaboratively and get results we never thought possible. His breakthrough book, *Kiss Theory Good Bye*, is a requisite read for all public and not-for-profit organizations.”

“Bob Prosen 向我们展示了如何能更协同地工作，并获得意想不到的业绩。《别了，管理理论》作为他的突破之作，是所有公共的或非利益组织的必备良书。”

— CAROL FRANCOIS, PhD, Former Chief of Staff,  
Dallas Independent School District

“Bob’s hit the nail square on the head! Nonprofit leaders (boards and staff) can truly move their mission forward by applying the principles he has compiled.”

“Bob 的致命一击！无利可图的领导者（委员会和全体员工）真的能够通过运用他汇编的准则，推进其自身的使命。”

— LINDA L. SCHOELKOPF, President, Junior Achievement of Dallas, Inc.

To my mother, Edwina Joan Prosen, who always  
told me,

“Robert, you can do anything you want to do.”

献给我的母亲 Edwina Joan Prosen,  
她经常告诉我：“你能做你想做的任何事情。”

# PREFACE

## 前 言

BUSINESS LEADERS NEED LESS TALK and more action! We must achieve excellent results faster, more consistently, less expensively, and without the hassles that make our jobs tedious. Whether in multinational corporations, midsize entrepreneurial businesses, or not-for-profit organizations, leaders and managers are asking, how can I get the results I need? And some dare to ask, how can I go beyond the results I need to achieve results that others think are impossible? I wrote *Kiss Theory Good Bye: Five Proven Ways to Get Extraordinary Results in Any Company* to provide the answers that business leaders and managers need to consistently achieve and even exceed their objectives.

企业领导应该少些空话多些行动！我们必须以较少的代价更快、更持续地获得出色业绩，同时避免那些可能会延缓我们工作进程的麻烦。不管你掌管的是跨国公司还是中型企业，抑或是非营利组织，作为领导者和经营者都会关心这样一个问题：我怎样才能获得我需要的业绩？甚至一些人更是大胆提出：我怎样才能获得超出我的需要、别人认为不可能实现的业绩？我所写的这本《别了，管理理论：任何企业获得出色业绩的五种有效法则》，正为这些需要不断获得甚至超越自身目标的领导者和经营者提供了问题的答案。

My goal is to give you the definitive “how-to” book on business execution. It is not a compilation of rules or the collected anecdotes of other business leaders. It is my first-person account of helping to lead major companies—and some midsize ones, too — to unprecedented bottom-line results.

我的目的在于，献给大家一本有关商业运营的明确的“指引式”书籍。它不是规则的汇编，也不是其他经营者的秘史大搜集，而是我的独家记述，以期帮助那些大型公司——还有一些中型企业——实现空前、实效的业绩。

The how-to nature of this volume is meant to supersede the best-selling business books that explore the process of execution. Those focus mainly on what to do, whereas this book provides step-by-step instructions along with easy-to-use tools for getting unprecedented, sustainable results. Leaders want proven answers to today’s business challenges. They prefer action to theory and value straightforward information that’s easy to understand. Their most

precious resource is time, so I condensed what matters most into actions that, when implemented, produce immediate performance improvement.

本书采取指引式风格，一反那些畅销类商业书籍对运营流程的探索，而将重点主要放在“做什么”上，为企业获得空前、持续的业绩提供按部就班的指导，以及易于操作的工具。领导者想要的是关于当前商业竞争的可靠对策，他们喜欢行动大于理论，并且重视直接的、易于理解的信息，他们最宝贵的资源就是时间，因此我浓缩了与行动最密切相关的一些东西，它们一经应用，即刻生效。

Here's how I've accumulated this information and proven advice. For twenty-five years I helped lead companies out of the status quo and into sustained profitability. These companies included Hitachi, Sprint, NCR, Sabre, AT&T, and a number of midsize companies. During that time I discovered five attributes that transform ordinary performance into extraordinary achievement.

下面谈谈我是怎样积聚这类信息和可靠建议的。二十五年来，我的职业就是协助、带领公司摆脱现状，持续获利，我服务过的公司包括：日立、Sprint、NCR、Sabre、美国电话电报公司，还有很多中型企业。在这期间，我发现五种因素能够使业绩化腐朽为神奇。

I have analyzed the attributes that unequivocally enable an organization to consistently achieve its objectives, defined the roadblocks to building an extraordinary and profitable organization, and documented the time-tested tools and techniques I used to help management teams achieve and exceed their objectives. Many companies I've worked with are household names, while others are start-ups or privately held firms with low profiles. Almost all of these companies, regardless of size or industry, suffered from a lack of accountability. Objectives and commitments were not achieved month after month. Yet there were few consequences. Often personnel simply rationalized inferior performance, and the individual who offered the best rationalization won.

我对这些能明确地使一个组织持续实现其自身目标的因素进行分析，对打造一个出色且能赢利的组织的阻碍因素进行阐述，并记录下我所用过的、有利于管理团队实现和超越既定目标的、经过时间检验的工具和技巧。我所工作过的公司中，有一些可谓家喻户晓，还有一些则刚刚起步，或是知名度极低的私人企业。然而，这些公司不管规模或行业为何，几乎都深为缺乏责任感所苦，目标和义务经年累月无法实现。然而很多时候员工并未认识到责任的重要性，他们通常简单地表现为表现不佳找借口，并且谁给出的借口最高明，谁就是赢家。

This book shows you what happens when leaders take action by asking tough questions, communicating their goals from top to bottom, establishing an accountability-based culture, and understanding that leadership and effective management are holistic endeavors. Every attribute of organizational success is inextricably linked to others.

本书为大家展示了，一旦领导者采取行动——如询问严格的问题，自上而下地交流目标，营造一种以责任感为基础的文化，以及理解领导力和有效管理的不可分割——将会发生何事。企业成功的各个要素之间，牵一发而动全局。

My goal for sharing my knowledge and experiences is to give you the answers you need to immediately overcome barriers to success and enable your enterprise to achieve its full potential. Leaders want their ideas and initiatives consistently carried out without hassle and rework. They want accountability, and value results over theory. I wrote *Kiss Theory Good Bye* with two principles in mind. First, theory would be replaced with proven tools, tactics, and answers that get results. Second, all of the information must be relevant and directly applicable to today's business challenges without the need for translation.

我之所以跟大家分享我的知识和经验，是为了提供你所需要的即刻战胜障碍获得成功的对策，以及使你的企业实现完全潜能的对策。领导者都希望自己的主意和提案不断得到无阻碍、无改动的执行，他们追求责任感，重视业绩甚于理论。我在写《别了，管理理论》时心存两个信念：第一，理论必须给能够获得业绩的有效工具、策略和对策让路；第二，所有的信息都必须是可靠的，并且能无需转换、直接应用于当前的商业竞争。

Theory is abstract thought or contemplation that is vital because it enables speculation and testing new ideas, which become facts when proven. Theory helps us identify and solve the unknown and brings us a step closer to the future. In business, however, when it comes to execution, leaders want action and results, not theory or philosophy.

理论是抽象的思考或沉思，其重要性在于，它使预测和检验新主意成为可能。可靠的理论即会变成事实。理论能够帮我们鉴别和解决未知问题，并使我們不断向未来迈进。然而在商业中，一旦理论付诸执行，领导者所期待的就不是理论或哲学了，而是行动和业绩。

Most business leaders know what they want to accomplish and generally set clear goals and objectives. The critical missing piece is a way to quickly and consistently convert these goals and objectives into actions that produce tangible operational and financial success, *Kiss Theory Good Bye* provides the

missing ingredients by revealing proven tools and actions that, when properly applied, enable organizations to cut to the chase and get what they want most—extraordinary results!

大多数商业领导者都知道自己想要实现什么，并通常设定清楚的目的和目标，然而他们通常缺失了重要的一环，即如何快速且持续地将这些目的、目标转化为获得切实的运营和贸易成功的行动。《别了，管理理论》通过揭示可靠的工具和行动补足了这一缺失，这些工具和行动一旦正确运用，将使组织进入关键时刻，并获得他们最希望得到的——出色业绩！

*Kiss Theory Good Bye: Five Proven Ways to Get Extraordinary Results in Any Company* was written for business leaders, managers, supervisors, board members, and employees who know there is a better way to do business. They intrinsically know the timetested techniques that have produced the best results; they have the courage to readopt these techniques and implement new ones; and they have the vision to see that business as usual must change. This book reveals proven techniques to gain the extra edge over competition and execute with speed, efficiency, and maximum effectiveness.

《别了，管理理论》的面向对象是企业领导者、经营者、监管者、委员会成员以及那些知道还有一种更好的经营之道的员工。他们从本质上了解那些产生最佳业绩的、经过时间检验的技巧；他们有勇气重新采纳这些技巧并运用新的技巧；另外，他们有足够长远的目光看清企业照例必须改变。本书揭示了一些可靠技巧，以期能在竞争中获取完全优势，并能得到快速、高效、最大效果的执行。

Until now this information has only been available piecemeal, leaving you to find, assemble, and translate it to fit your business. You might have gathered some of it through mentors, by trial and error, or by surviving the “school of hard knocks.” But by the time you finish reading *Kiss Theory Good Bye*, you will have the answers you need to immediately begin improving results throughout your entire organization. And you will find that this book will remain a useful resource for quick, proven answers to resolve your most pressing business challenges.

直到现在这一信息都只发挥少量效用，剩下的还留待大家去发现、搜集及转换，以为己所用。你可能已经积累了一些——通过明师指点、通过反复试错或是通过艰苦磨练，但是，当你读完《别了，管理理论》时，你将找到你需要的答案，从而能够使你所在的整个团队立即提高业绩。并且你将发现，本书保留了一个为解决你最迫切的商业竞争问题提供快速有效答案的资源。

*Kiss Theory Good Bye* is about getting results. It takes the complexity and