



The Management 500: A High-Octane Formula for Business Success

Dan Coughlin

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The world of auto racing is thrilling, energizing, and runs at a break-neck speed. But it also requires incredible accuracy, nuance, and impeccable performance to ensure a win. These same qualities are essential for every manager who wants to build a sustainable, profitable business. Known as "The Management 500", this is the real-world race that business managers compete in to generate significant growth each year for three consecutive years. "The Management 500" provides practical management lessons from the history of professional auto racing. With insights and stories from some of the most successful people in Formula 1, IndyCar Series, and NASCAR over the past 60 years, consultant Dan Coughlin helps busy managers who want to rev up their skills in areas like leadership, teamwork, strategy, branding, problem-solving, dealing with change and innovation. From Enzo Ferrari to Kyle Busch, and from the Indianapolis 500 to the Daytona 500, this book has taken invaluable tips from the fast, furious world of racing and shows how every business manager can combine passion with precision to compete and win in today's competitive business world.

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