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Peter E. Friedes, David Maister

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The Book CEO's and Employees Want Their Managers to Read

Managers have naturally either a "relating" or a "requiring" style. Those who naturally require are weaker at relating, and vice versa. The best managers possess the ability to do both well and know when to choose one over the other. Having the ability to relate and require is fundamental for effective managing. *The 2R Manager* offers specific advice tailored to an individual manager's current management style. Take the self-surveys, see the results, and learn the effect you have on those you manage. *The 2R Manager* will reveal what changes you must make in your management style . . . and will tell you exactly how to make them.

"*The 2R Manager* moves the reader effortlessly from intriguing premise through interactive diagnostics to effective personalized coaching that will improve management performance. It's an exceptionally engaging book." --John Eyler, chairman and chief executive officer, Toys "R" Us, Inc.

"Identifying that Relating and Requiring are fundamental management skills is profound in its simplicity. More importantly, Friedes tells you how and when to do both. It makes total sense. *The 2R Manager* is very well written, a must-read for managers." --Bonnie C. Hathcock, senior vice president and chief human resources officer, Humana, Inc.

"Peter Friedes knows and understands things about managing that most of us struggle a lifetime to learn. At last, with this book, he is sharing his insights with a general audience." --From the Foreword by David Maister, author and leading authority on managing professional service firms

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