



The New Rational Manager: An Updated Edition for a New World

By Charles H. Kepner, Benjamin B. Tregoe



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One of the best-selling business books of all time, *The New Rational Manager*, describes Kepner-Tregoe critical thinking processes for effective leadership and issue-resolution management that have been pressure tested across the world for over 50 years.

Whether you're troubleshooting a major IT system outage, solving a manufacturing equipment problem, deciding to expand the capacity of a distribution center or considering hiring a new employee, Rational Process will allow you to "cut through the clutter" of business complexity and address the most serious challenges confronting your organization. This common language and process are essential for effective, efficient collaboration across teams, functions, and geographies.

Are you looking for an edge to advance your career? The same principles found in *The New Rational Manager* that were leveraged by NASA to return Apollo XIII safely to earth have also been used by C-Suite executives, managers, and engineers to increase quality, improve efficiency, and lower costs in almost all industries and business functions. *The New Rational Manager* has the business cases to prove it and the steps for you to make it happen.

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