

Part I—Case Studies

Table of Contents

PART I—Case Studies	1
• Peter Weaver	3
• Zhang Ruimin	5
• W. Clement Stone	6
• Defining Moment.....	8
• Gil Ramos	10
• Panera Bread	12
• Wendy J. Hamilton.....	14
• Urban Meyer	16
• Dealing with a Crisis.....	17
• Crimson Tide.....	19
• Arsenic and Old Lace.....	20
• Paul Brown.....	21
• Business Simplification	22
• Harry's Health Foods	25
• CVS.....	27
• Jamie S. Walters	29
PART II—Role-Plays	31
• The Boss and The Stressed Employee	33
• Plant Manager and Maintenance Manager	35
• Manager, Technical Products and George Smith.....	37
• Training and Development.....	40
PART III—Articles	45
About the Author	77