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*This is a highly valuable gem of a book for new or "want-to-be" managers. It's advice is to-the-point, practical, easily understood and immediately usable. It should be the first resource they turn to when handling day-to-day managerial situations.*

– James A. Belasco Ph.D, Professor Emeritus, San Diego State University; best selling author of *Flight of the Buffalo* and *Teaching the Elephant to Dance*; successful entrepreneur and consultant

*The Performance Cockpit* is a systems-based approach to get your company to the top and keep it there. It gives solutions to the myriad challenges general managers need to overcome.

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–Jay Conrad Levinson, the Father of "guerilla marketing"; author of the *Guerilla Marketing* series of books.

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Performance Cockpit

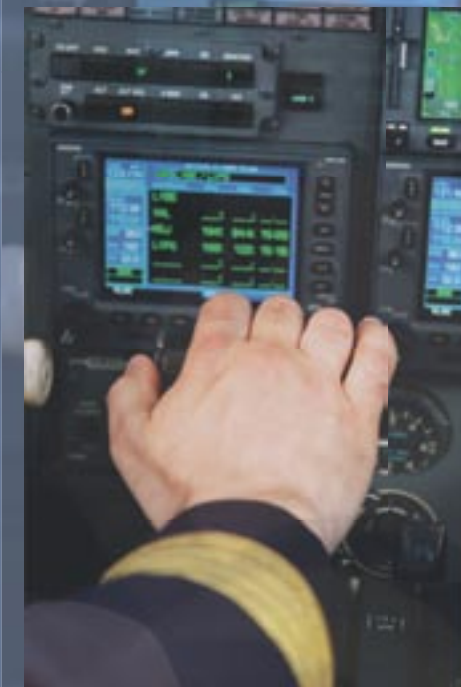
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KARTALIS THE NEW GENERAL MANAGER'S PERFORMANCE COCKPIT

*A systems-based approach to successful general management*

The New General Manager's

# Performance Cockpit



**Piloting  
your company  
to achieve  
your objectives  
and  
outperform  
your competitors  
consistently**

Christos Kartalis