



# The Monday Revolution

## Revolutionary Reads

### What they don't teach you at Harvard Business School

By Mark H McCormack

#### What's it about?

Mark H. McCormack was the founder of the international management group IMG and is renowned for being one of the most successful entrepreneurs in the sport marketing industry. This business book classic focuses on practical, straight-talking advice and steers clear of the data, graphs and case studies you'd expect to find in business school. McCormack highlights that getting stuck in and understanding people can be far more valuable than time spent in a classroom.

#### What's in it for me?

This book is suited to middle management roles and entrepreneurs looking to gain some practical advice on topics such as sales, negotiation, running a business, reading others and time management.

#### What can I learn?

- The importance of being people-focussed
- How to harness rejection and failure as powerful motivators
- That timeliness is key
- Why quality is crucial to having a sustainable business
- Effective negotiation techniques

**“What people say and do in the most innocent situations can speak volumes about their real selves.”**

#### Start on Monday

Take the time to really observe someone in your business or team. What can you learn from their mannerisms and body language? The more you get to know a person, the more effective you will be.

Join us comrades!

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