CONTENTS

P	R	F	F	Δ	C	F

DEDICATION TO AN ENTREPRENEUR 9

c	u	A	D٦	rE	D	4
	п	-	Р.		ĸ	

THE	CHAI	IFNCES	OF COOD	MANAGEMENT	14

- 1.1 What should influence how we think about good management? 16
- 1.2 A survey: Why management often fails 22
- 1.3 The search for a conceptual framework 25

CHAPTER 2

THE ART OF GUIDING A COMPANY THROUGH ITS LIFECYCLE 29

- 2.1 Change or die 30
- 2.2 The lifecycle concept and its history 33
- 2.3 A new lifecycle concept 36
- 2.4 Conclusions for good management 58

CHAPTER 3

"HOW DO YOU MANAGE?"

INTERVIEWS WITH ENTREPRENEURS AND BUSINESS LEADERS 65

- 3.1 About our interviewees 66
- 3.2 Alexander Rittweger on company founders and their personalities 71
- 3.3 Franz Fehrenbach on being bold and trusting others 83
- 3.4 Jürgen Hambrecht on the rational and the emotional 95
- 3.5 Wolfgang Reitzle on learning and teaching 107

CHAPTER 4

THE MARK OF GOOD MANAGEMENT 117

- 4.1 Bottom line: What really matters 118
- 4.2 An agenda for good management 122

Notes and references 128

About the authors and RBSE 130

