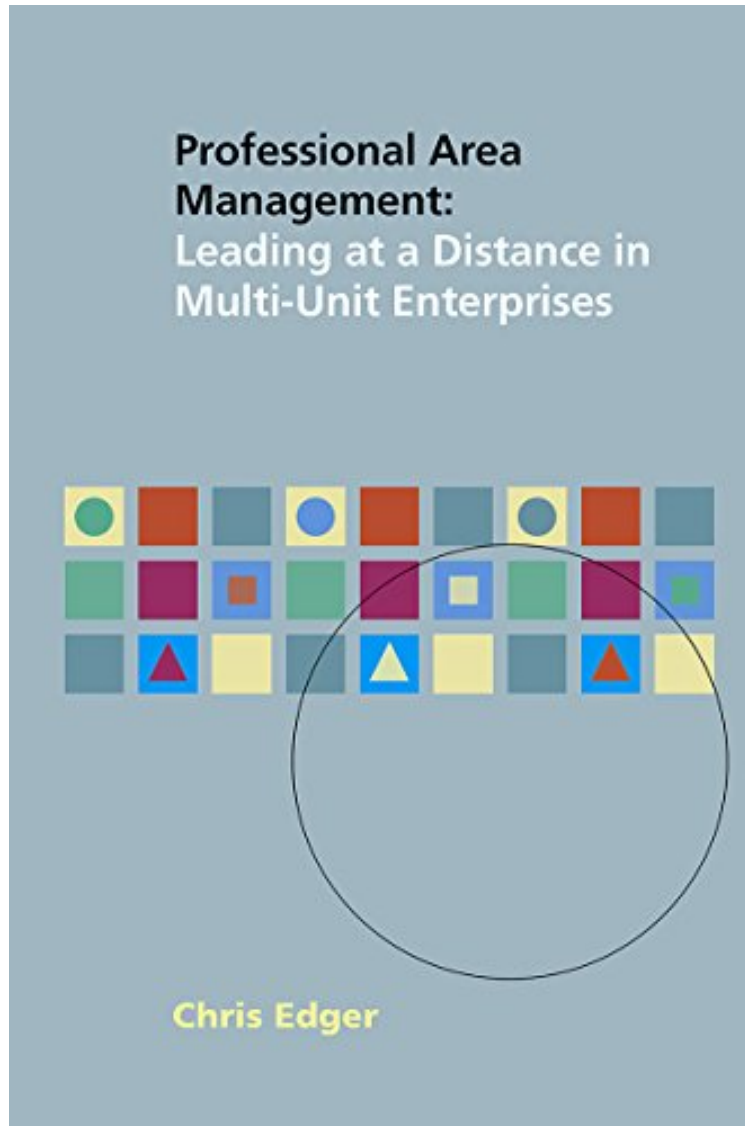


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Professional Area Management: Leading at a Distance in Multi-Unit Enterprises

Chris Edger

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Chris Edger : Professional Area Management: Leading at a Distance in Multi-Unit Enterprises before purchasing it in order to gauge whether or not it would be worth my time, and all praised Professional Area Management: Leading at a Distance in Multi-Unit Enterprises:

Building upon his earlier book Effective Multi-Unit Leadership, author Chris Edger has produced a book that clearly

defines and outlines the professional practice of outstanding retail area managers. Filled with real-life case studies, this book outlines how area managers can close down the distance between themselves and their units in order to optimize performance. Without abandoning academic rigor, Edger has produced essential "how to" checklists for the ambitious general or area manager that can be applied out in the field.

About the Author Chris Edger is the chair of the multi-unit leadership at Birmingham City Business School, Birmingham City University. He is the author of *Effective Multi-Unit Leadership* and *International Multi-Unit Leadership* and he has more than 25 years of experience in senior leisure and retail multi-unit operations, and sales and support expertise working for domestic and international companies.