



# Business Not as Usual: Beyond the Bottom Line

*Hugh Aaron*

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## **Business Not as Usual: Beyond the Bottom Line** Hugh Aaron

Business Not As Usual 2 is a candid account, in 57 down-to-earth narrative essays on crucial issues that commonly arise when running a business through both hard and easy times. Although all about business, the topics are wide ranging. The author's company was a virtual management laboratory that developed innovative methods for motivating employees and improving productivity leading to skyrocketing profitability. Based on the first-hand experience of a creative CEO, these essays are of unsurpassed value to anyone in business or about to be. The author, a graduate of The University of Chicago, and CEO of his own manufacturing company for twenty years, had contributed eighteen such articles to the Manager's Journal column of The Wall Street Journal.

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