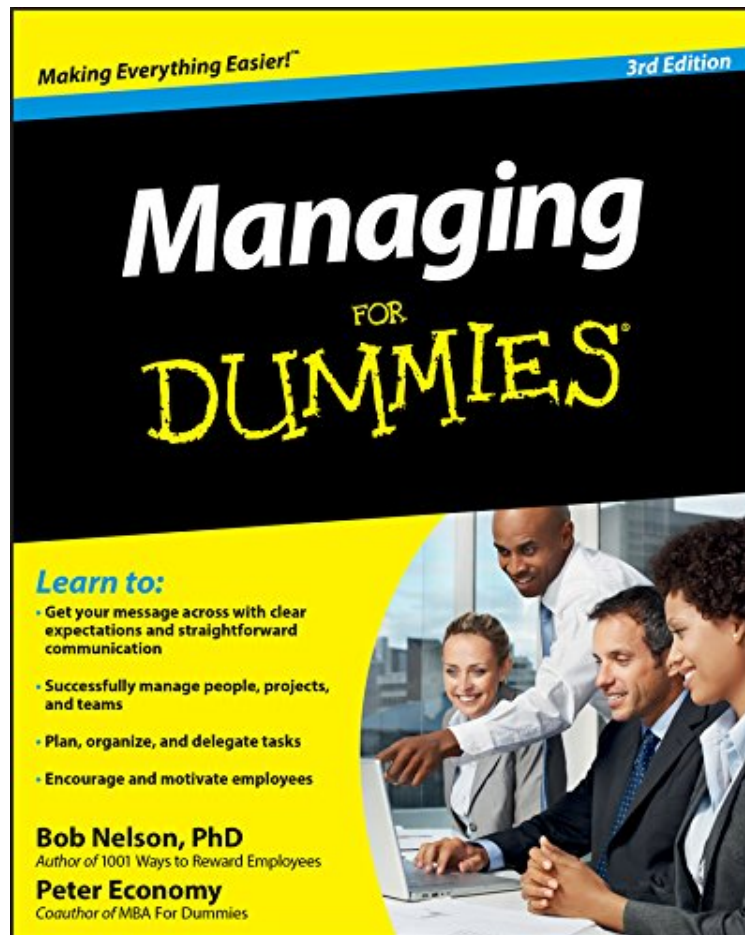


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# Managing For Dummies

*Bob Nelson, Peter Economy*

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About the Author  
Bob Nelson (San Diego, CA) is founder of Nelson Motivation, Inc., and vice president of Blanchard Training and Development, Inc., in San Diego. At Blanchard Training, Bob's responsibilities have included management of product development, customized products, assessments, and publications. He also has served on the company's strategic planning group and was formerly chief of staff for Dr. Ken Blanchard, coauthor of *The One Minute Manager*. Prior to joining Blanchard, Bob was a management trainer for Control Data Corporation and Norwest Banks. Bob has published 17 books on business and management and has been featured extensively in the media: on CNN, PBS, and CNBC; and *The New York Times*, *The Wall Street Journal*, and *Inc. magazine*, among other publications. He writes a monthly newsletter called *Rewarding Employees* and is a contributing editor to *Potentials in Marketing*. Bob holds a master's degree in business administration from UC Berkeley and is currently a doctoral candidate in the Executive Management Program at the Claremont Graduate University in Los Angeles. For more information on products and services offered by Nelson Motivation, Inc., including speaking or consulting services, call 800-575-5521. *Rewarding Employees* newsletter is available by writing 1001 Rewards, P. O. Box 500872, San Diego, CA 92150-9973, or faxing 619-673-9031. Bob's e-mail address is [BobRewards@aol.com](mailto:BobRewards@aol.com).  
Peter Economy (Pacific Beach, CA) is a business consultant and freelance business writer who is the coauthor of *Managing For Dummies* and *Better Business Meetings* with Bob Nelson and the author of numerous books and articles on a wide variety of business topics. Peter combines his consulting and writing expertise with more than 15 years of management experience to provide his clients and readers with solid, hands-on information. He received his bachelor's degree in economics from Stanford University and is pursuing his MBA. Peter can be reached via e-mail at [bizzwriter@alumni.stanford.org](mailto:bizzwriter@alumni.stanford.org).