



# ACUMEN

Implementing Sales Knowledge  
Book Review

Leadership and the One Minute Manager  
Ken Blanchard

Reviewed by Rae Stephenson

The one minute manager is a must have read for anyone who wants to lead with a situational manner. It explores the principles behind situational leadership, and why the 'sheep dip' approach does not work when managing people. Some of the case studies are a bit laborious but the theories are as strong today as they were in the 80's. As with the one minute title, this is a quick read but definitely worth the time.