

Book Review

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Mary Buffett & David Clark , Warren Buffett's Management Secrets
Simon & Schuster, 2012,
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The book 'Warren Buffett's Management Secrets' highlights meaningful ways to deliver robust results by managing all the resources in the business landscape. The management methods discussed in this book can help the avid readers to develop right strategies for achieving dreams and visions. The chapters provide a comprehensive framework to look at the perfect combination of management skills and execution skills in a uniform way. The objective of the book is to provide readers with the real-time solutions by understanding Warren Buffett's philosophies for personal and professional management and integrate the same for becoming successful leaders.

The book comprises thirty chapters under five sections / steps viz. Pick the right business to work for; Delegate, Find the right manager for the job; Motivate your workforce; and Managerial pitfalls, challenges and learning opportunities. The first part sets the lucid explanation of the book and outlines how to find the kind of business that offers the greatest career opportunities. The three quick tests for identifying the best company to work for are clearly stated with the help of practical examples. Also, these three tests can help people to be associated with the rewarding career and immense opportunities, by paying heed to the inherent economics behind. Both the chapters highlight organizations which are generating tons of excess cash and are having a durable competitive advantage. Various examples from the corporate arena such as Coca-Cola, General Motor, Wrigley, and many more are cited to understand three basic business models. The detailed examples clearly elaborate the troubleshooting areas, which can be minimized. Section 2 gives the details of delegating effectively the task and the job. Several examples mentioned in this section reflect how delegating, while allowing autonomy and not interfering can lead to a series of positive consequences at workplace.

The chapters of section 3 highlight the role of hiring the right person for the right job at the right time. The characteristics of the right managers are discussed in details including locus of control, seeing problems as challenges, loving one's job and being truthful about mistakes. All the chapters delve into long term perspectives to be kept in mind by managers and leaders for improving the underlying economics of the business. The chapters focus on developing the forward-looking perspective to reach the desired goals. Various instances are shared to develop insights on hiring the right people who are passionate about their job and have an intent of taking robust steps in the ever-changing competitive business environment. The benefits of having the right people in the team are explained well as an opportunity to perform better by tackling problems on a constant basis.

Section 4 regarding motivation of workforce is well explained with the help of numerous management styles such as -dealing with making a good first impression, the power of praise, the power of reputation,

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the dangers of criticism, winning an argument, speaking to the other person's wants and need, encouraging people to come up with the right ideas and admitting mistakes. Some instances shared in these chapters help to understand the power of words for having a productive working relationship. The praise and criticism model is an eye opener for many out there who wish to work in collaborative learning environment.

The final chapters of section 5 discuss the managerial pitfalls, challenges and learning opportunities. Excellent instances of hidden dangers of making a living on borrowed money, power of good ideas, assessing assets and liabilities, and learning from missed opportunities are clearly stated to move up in life and manage finances carefully to remain debt free and handle the inflation hedge by learning to calculate the odds. These steps taken by successful businesses and unsuccessful businesses are also highlighted to understand the decision-making process and the ways to evolve with the evolving times.

The situations cited in the book provide an amalgam of learning and real time solutions in today's economic climate which is highly competitive. The suggestions and guidelines shared are extremely important for management aspirants, practitioners, academicians, and evolving leaders who wish to develop a durable competitive advantage. Excellent examples shared in all the chapters reflect how effective and efficient managers reverse the equation, outweigh their mistakes, learn to calculate odds, and look for opportunities by doing it the right way. All the chapters take an in-depth look at Warren Buffett's philosophies for using them for better personal and professional management.