



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

Chris Edger

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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.

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