

Reinhold Würth

THOUGHTS ON COMPANY MANAGE MENT

Verlag Paul Swiridoff

Table of contents

| Introduction | 7 |
|--|-----|
| Würth field service – the foundation for progress | 13 |
| Planning and target fulfillment | 25 |
| Management = leadership + motivation | 35 |
| The importance of successful salesmen for the entire field service | 43 |
| The importance of energo-cybernetic strategies for the Würth company | 53 |
| Success = motivation + information | 61 |
| The Würth idea for the 80s | 81 |
| Profit optimization | 91 |
| Ensuring success and molding the future | 103 |
| The art of finding the correct dosage of means and time | 117 |
| Profit - the wages of clever economic management? | 127 |
| Management style in the field service | 141 |
| The manager and his task | 153 |
| Companies need targets | 163 |
| Management by example and consistency in the field service $\ldots \ldots$ | 171 |
| Improving the quality of growth | 183 |
| Do it! | 199 |
| Do it '83 | 209 |
| The importance of the Würth honour lapel pin for the company morale | 221 |
| Catch the chance | 229 |

| Overstock – realizing a chance at the basics |
|---|
| Management by |
| "Würth-Schaften" 263 |
| The new training model of Adolf Würth GmbH & Co KG 277 |
| The importance of commerce and the skilled trades for the economy and society |
| Goods on their way from the manufacturer to the consumer 301 |
| Successful management in the field service |
| Preface to the manual for the field service of the Würth group 333 |
| The secret of becoming a successful Würth salesman |
| Life-long learning 363 |
| Field service employee training model |
| Management and motivation of employees |
| The salesman and his social prestige |
| Energy, stamina and consistency |
| Index of names |
| Index of key words441 |