



Applied Wisdom: Bad News Is Good News and Other Insights That Can Help Anyone Be a Better Manager

Morgan James C, O'c Hamilton Joan

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Success in business demands the effective management of people. James C. Morgan, who for nearly three decades led the high-tech powerhouse Applied Materials Inc. to both financial success and to the designation as one of America's most admired companies and best places to work, provides a simple, straightforward set of principles and tips that he says can help anyone be a better manager. Applied Materials is one of Silicon Valley's great success stories and it helped propel the digital revolution. But Jim Morgan's management techniques are not reserved for high-tech: *Applied Wisdom* shows how the same approaches, tools, and values work at any scale, from start-ups to middle management in a global corporation -- and even to non-profits. Rich in stories and practical examples, it's a must-read for those seeking a timeless and proven management manual.

Advance Praise for *Applied Wisdom*

"I have been a beneficiary of Jim's wisdom and this book makes his wisdom come alive for new and experienced leaders alike."

-- Henry M. Paulson, Chairman, The Paulson Institute, former U.S. Treasury Secretary

"Managers of any size business or non-profit group will find solid advice for building agile and effective organizations."

-- Meg Whitman, CEO, Hewlett Packard Enterprise, former CEO of eBay

"Jim is one of the icons of Silicon Valley... *Applied Wisdom* reinforces the importance of going beyond slogans and lip service and committing to basic, but very important values."

-- Willem P. Roelandts, Chairman of the Board of Applied Materials, Inc., 30-year veteran of Hewlett-Packard Co.

"*Applied Wisdom* is a treasure trove of useful insights from a true master of leadership in the business of technology."

-- G. Dan Hutcheson, CEO and Chairman of VLSI Research

"*Applied Wisdom* is a must-read for anyone who wants to have a more productive, focused and motivated team."

-- Mark R. Tercek, President and CEO, The Nature Conservancy

"If you want to be a better manager follow Jim's straightforward prescription and tips."

-- Heidi Roizen, Operating Partner, DFJ; Fenwick and West Entrepreneurship Educator, Dept. of Engineering, Stanford University

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