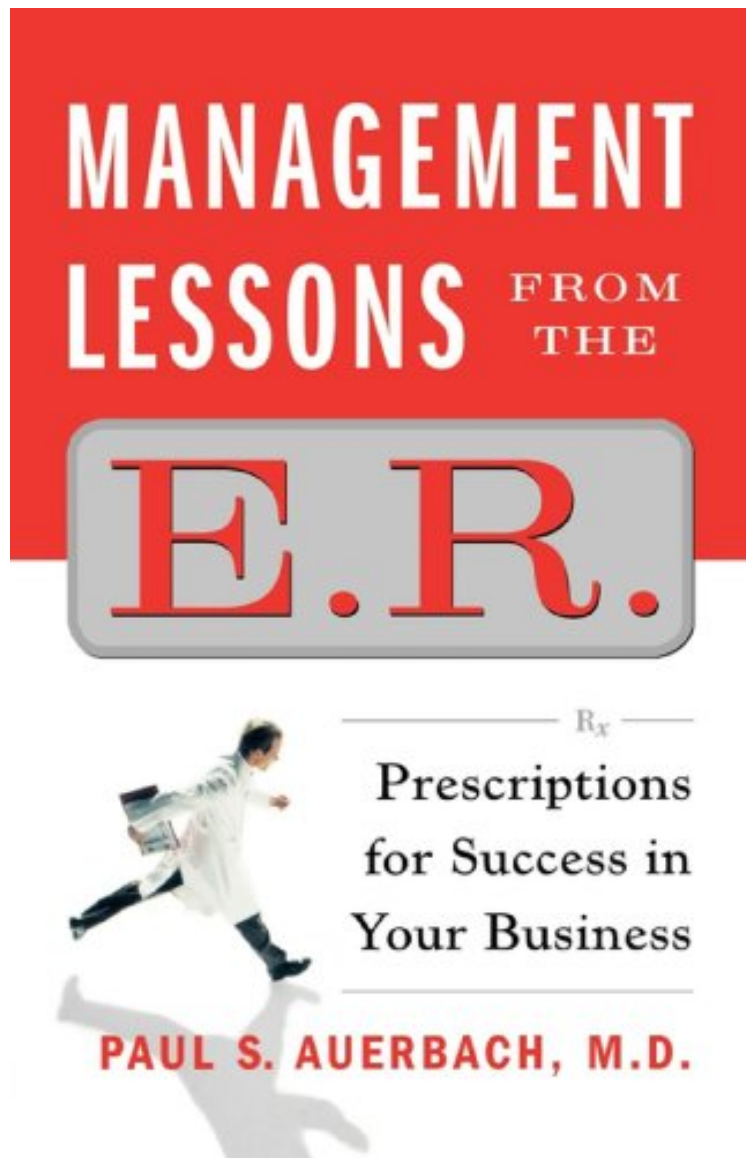


# Management Lessons from the E.R.: Prescriptions for Success in Your Business

Paul Auerbach

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**Paul Auerbach : Management Lessons from the E.R.: Prescriptions for Success in Your Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised Management Lessons from the E.R.: Prescriptions for Success in Your Business:

0 of 1 people found the following review helpful. When the carbon hits the fan, life happensBy InterLinkOperator"Life is what happens to you while you're busy making other plans", John Lennon. Or, if you prefer,

"Since the house is on fire, let us warm ourselves", Italian proverb. This is an excellent book that uses the "parabolic" method of crisis experiences as comparative guideposts to deal with life's contingencies. As it has been said the first casualty of war is the plan. Paul provides some rather calm and sage advice on how to handle the inevitable often shocking circumstances that present opportunities in life and business. You can't change what happens to complicate one's life, but with the proper actions taken, one can correct the course with an eye to the future. 1 of 1 people found the following review helpful. Good Medicine By Betty Till As an Executive Coach who works often with emergency room physicians, I approached this new management advice book with great enthusiasm. Organized as a series of management prescriptions drawing from the field of emergency medicine, *Management Lessons From the E.R.*, is a quick and enjoyable read chock full of healthy vitamins that can help revitalize the managerial heart and mind. I will highlight just a few of the many metaphorical tonics served up in the book. The author, Paul Auerbach, a practicing physician and successful businessman, draws upon real-life experiences in the E.R. to instruct the reader as to how he or she might approach various management issues. In the introduction, Auerbach states that nothing is more revealing than letting your customers and employees tell you what they think and that if you set up a way to periodically endure unfiltered comments it can become the best stethoscope into the heart of your business. This insightful statement hit home for me, as it is the foundation of my coaching philosophy. I suspect it will ring true for you too. The author shows us how the field of applied medicine can inform management. For example, just as most physicians possess a knowledge base that can be difficult to translate effectively into lay language for patients, so too do business leaders need to cut through their technical jargon in order to communicate effectively with their employees and customers. Whether in clinical medicine or a consumer electronics company, the leader must make information accessible to his or her followers. I recommend this book to all organizational leaders - not only to those in the medical profession - without hesitation. For much less than the cost of a visit to your local hospital emergency room, *Management Lessons From the E.R.* is a valuable addition to your management toolbox. Betty Till Executive Coach... 1 of 2 people found the following review helpful. *Management Lessons from the E.R.: Prescriptions for Success in Your Business* By Ronald Chisholm Auerbach provides an alternative managerial perspective for leading successful organizational operations. This is a refreshing departure from the professional manager. Commonly, within the industry, administrators or managers of medical/health facilities mainly possess an advanced degree, and have been indoctrinated with particular management paradigms. The impetus upon possessing either an MBA, MHA or even a MPH is seen as a career enhancer by determined and motivated holders. Moreover, these individuals might not have ever been actual practitioners in the healing arena, i.e., MD, DPM, OD or NP. And that should not be an indictment against them. Only the highly capable should be employed in those operational positions of management. Dr. Auerbach goes against this managerial perspective, which states that physicians are not interested in operating facilities beyond family practice. He presents rather a somewhat rare perspective, from an individual who is a COO and also actually employ as a healing practitioner. However, he has the savvy and acumen beyond that of any facility administrator, for he has mastered the paradigms of management. He is what we referred to in the military, as a "hard charger" and outstanding individual. This is a good read for it conveys the numerous managerial dilemmas, confrontations and traps. Auerbach takes you out from your mental mindset with all that groupthink, and wakes you up. By thinking beyond the box, successful resolution can be realized or overcome and adapted. Auerbach conveys this in an outstanding manner through the particular narrative form, which he has designed and selected for managerial principles and paradigms to be illustrated. He highlights that all organizations regardless of their enterprise have one common objective, effective, successful and proper management.

Life in the emergency room is often like that in the business world. Both are places of activity and excitement, unexpected developments, highs and lows, crises, and great intensity. On the treatment table and in the boardroom, problems must be diagnosed correctly and dealt with as effectively and quickly as possible. Now in *Management Lessons from the E.R.: Prescriptions for Success in Your Business*, Paul S. Auerbach, M.D. -- a doctor of medicine and of companies -- shows exactly how a professional healer's thought processes can be applied to a business. The result is enlightening, occasionally lighthearted advice that goes far beyond other business management tomes, offering readers real and surprising lessons. Applying such medical truisms as "The patient who isn't screaming may be the one in the most trouble" and "Don't count on luck," Dr. Auerbach provides prescriptions for solving all types of managerial emergencies. Using real-life experiences from his many years as an E.R. physician, COO of public and private medical management companies, and venture capitalist, he teaches executives how to prepare for and remain calm in difficult situations. In this unique book, he shows how responsibility, great expectations, and the impact of failure force doctors to be at the top of their game at all times. From assessing the first symptoms of a patient's or company's problem to determining the quickest and most effective means for treatment, Auerbach details the true-to-life pressures, fears, and challenges one faces both in acute care medicine and in the most vital actions of one's career, and does so with humor, style, and grace. The effect of this wisdom: the ability to deal with any business dilemma, whether it be a short-term setback or the beginning of a more serious condition. The prescriptions here are lessons for

success in business and, at the same time, for success in life.