



Managing Automotive Businesses: Strategic Planning, Personnel and Finances

Ronald A Garner, C. William Garner

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The success of any organization most often depends on the execution and management of such strategic issues as business development, personnel and fiscal operations. This new book introduces readers to the duties and practices assigned to service managers in the successful operation of an automotive service facility. Coverage begins with a general discussion of the management structure and the service manager's role in facility operations. Consideration is then given to navigation of the personnel process from the recruitment of workers to supervision of their performance. The financial business practices of a service manager familiarizes readers with the importance of fiscal responsibility in the operation of a lucrative automotive service business.

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