



Being a True VIP: Managing Importance in Yourself and Others

Eric H. Kessler

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The desire to become a Very Important Person (VIP) is one of the driving factors behind humankind's professional, societal, and spiritual aspirations. In *Being a True VIP*, management scholar and author Eric H. Kessler illustrates the nature of importance and how it relates to our success as employees and individuals. Through a clear and focused theoretical framework, he traces the paths and circumstances that lead to importance and how it affects engagement and performance. Readers will be able to understand, personalize, and apply these lessons to manage themselves and others to be true VIPs.



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