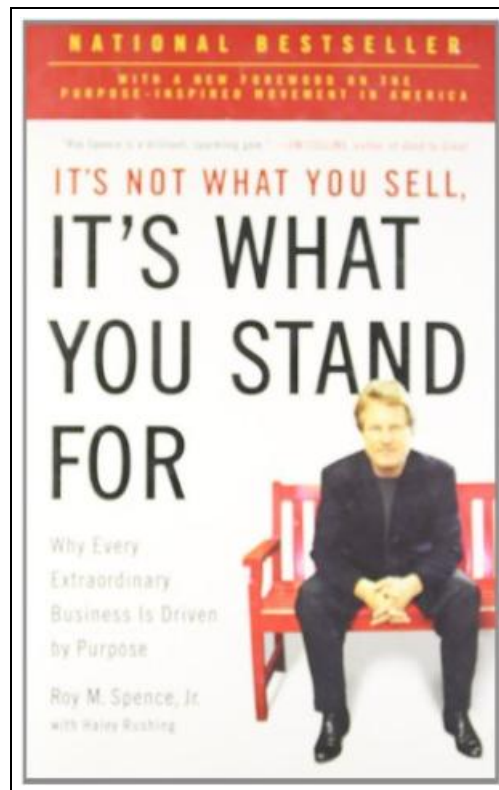


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Reviews

Absolutely essential go through ebook. It is actually rally intriguing throug looking at time. I realized this ebook from my i and dad advised this publication to understand.
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Penguin Putnam Inc, United States, 2011. Paperback. Book Condition: New. Reprint. 211 x 137 mm. Language: English . Brand New Book. Roy Spence is a brilliant, sparkling gem. True greatness comes in direct proportion to passionate pursuit of a purpose beyond money. -Jim Collins, author of Good to Great Over the last thirty-five years, Roy Spence has helped organizations such as Southwest Airlines, BMW, the University of Texas, Wal-Mart, the Clinton Global Initiative, and many others achieve greatness by obsessing about one big idea: purpose. With purpose as the North Star, employee engagement is higher, competition is less threatening, customers are more loyal, and innovation flows. As Spence writes, Purpose is a reason for being that goes beyond making money-and it almost always results in making more money than you ever thought possible. Especially during times of great economic uncertainty, purpose is the key to creating and maintaining a high-performing organization, deserving just as much attention as strategy, execution, and innovation. These insider insights and case studies will help you discover your organization s purpose, proclaim it to the world, and apply it to everything you do.



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