



# The Vision Thing

By Sally Lansdell

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, The Vision Thing, Sally Lansdell, A fast track route to mastering and managing corporate vision. This book covers the fundamentals of vision and mission, from developing commitment and energising people to communicating consistently and nurturing corporate responsibility. It includes examples and lessons from some of the world's most inspiring visionaries, including Akio Morita, Walt Disney, Bill Gates and Jeff Bezos, and ideas from the smartest thinkers, including Rosabeth Moss Kanter, Peter Senge, James Collins and Jerry Porras. It includes a glossary of key concepts and a comprehensive resources guide. "ExpressExec" is a unique business resource of one hundred books. These books present the best current thinking and span the entire range of contemporary business practice. Each book gives you the key concepts behind the subject and the techniques to implement the ideas effectively, together with lessons from benchmark companies and ideas from the world's smartest thinkers. "ExpressExec" is organised into ten core subject areas making it easy to find the information you need: Innovation; Enterprise; Strategy; Marketing; Finance; Operations and Technology; Organizations; Leading; People; and Life and Work. "ExpressExec" is a perfect learning solution for people who need to...



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