



The Big Picture: Essential Business Lessons from the Movies (Paperback)

By Kevin Coupe, Michael Sansolo

Raphel Marketing., United States, 2010. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book. Get out the popcorn. It s time to enjoy your favorite movies . with a business twist. The Big Picture: Essential Business Lessons from the Movies shows you how the stories in movies can inspire solutions in your business life. From brand marketing to ethics, leadership to customer focus, planning to rule breaking, everything you need to know about business is found in your favorite movies. The connection between the movies and business wisdom has been there all along. It took Kevin and Michael to bring it into sharp, digital-age focus. - Gerry Lopez, CEO, AMC Entertainment Inc. The Big Picture will open your mind about the power of storytelling, whether it s for a speech, a business presentation, or a one-on-one with a business associate or a member of your family. Great job, Kevin and Michael. You have given me a new reason to go to the movies. Jim Donald, CEO, Haggen, Inc. and former CEO, Starbucks Coffee Company.



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