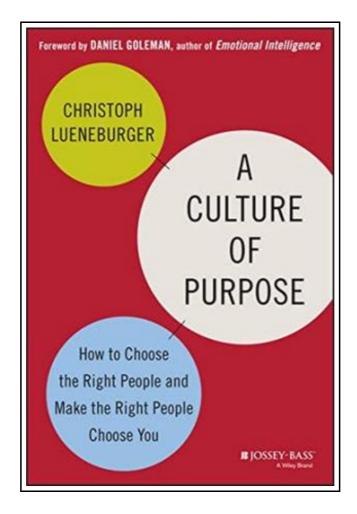
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Reviews

Absolutely essential study publication. Sure, it is enjoy, nonetheless an amazing and interesting literature. I realized this book from my dad and i suggested this pdf to find out.

(Justus Abbott)

A CULTURE OF PURPOSE: HOW TO CHOOSE THE RIGHT PEOPLE AND MAKE THE RIGHT PEOPLE CHOOSE YOU (HARDBACK)



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John Wiley Sons Inc, United States, 2014. Hardback. Book Condition: New. 231 x 155 mm. Language: English . Brand New Book. How innovative leaders create meaningful cultures that attract and retain top talent Building a culture of purpose is one of the greatest challenges facing modern leaders, as today s best minds are looking for meaning, not just jobs. More than any other single factor, cultures of purpose power winning organizations, attracting the smartest, most creative, most passionate talent. For leaders building cultures of purpose, the commercial pursuit of sustainability provides the most reliable blueprint. While sustainability has been commonly misconstrued as a description of a set of problems, Christoph Lueneburger shows that it is really a solution to problems, capable of inspiring people and forging cultures. Sharing his exclusive, in-depth dialogues with chief sustainability officers, CEOs, and board chairmen, Lueneburger reveals how sustainability works at places where it works best, including Chrysler, Unilever, TNT, Walmart, and Bloomberg. Featuring a clear threephase process that helps leaders assess the talent needed to develop organizations characterized by energy, resilience, and openness, A Culture of Purpose offers leaders the right questions to ask in order to: *Tap and Nurture Your Current Corporate Strengths: Learn how to recognize, cultivate, and leverage the competencies of your current talent to develop your leadership team. *Hire the Right Team: Ask the right questions to identify the innate personality traits in potential new hires, regardless of level and function, to bring on board those most likely to succeed in and shape your organization. *Craft Your Culture: Create an environment that unleashes these competencies and traits and pushes them to the fore. Shape how people relate to one another and collectively go for what would be out of reach to them individually. Many books have described the what and the...

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