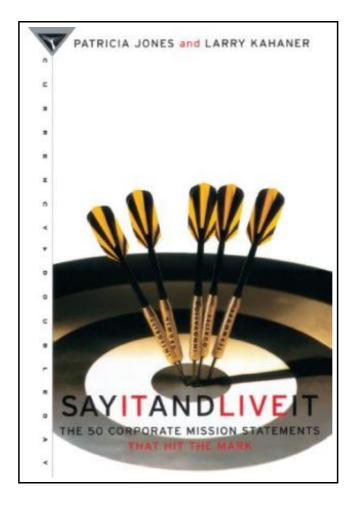
# Say it and Live it



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## Reviews

An extremely wonderful publication with lucid and perfect reasons. It typically will not expense too much. You are going to like the way the blogger compose this publication. (Prof. Maya Hand)

#### SAY IT AND LIVE IT



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Bantam Doubleday Dell Publishing Group Inc, United States, 1998. Paperback. Book Condition: New. 214 x 169 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Say It And Live It is the first collection of provocative, passionate, and intelligent corporate mission statements -- the most powerful and popular managerial tool in business today. A corporate mission statement is the most dramatic presentation of a company s vision and its goal. No other document -- annual report, press release, news article, statement from the board of directors -- tells us more about a company s values and ethics than a mission statement. Companies know that if they write it down, they will have to live up to it -- so they devote months, even years, the energy of people from the CEO on down, and significant sums of money to crafting them. Say It And Live It is the only source of information for the many business people who are presently writing their own mission statements. In it, authors Patricia Jones and Larry Kahaner show that industry leaders are frequently corporations that truly live their mission statements. Some of the winners include: Avis, Ben Jerry s, Boeing, Citicorp, General Electric, Gillette, Hallmark Cards, IBM, Kellogg s, Reader s Digest, Saturn, Southwest Airlines, UPS, and Xerox. Say It And Live It is a collection of the fifty best corporate mission statements in America. Each entry consists of the company s complete mission statement, along with an explanation of how it was written, a lesson about how that mission statement saved the company or motivated employees, or comments from the CEO or the president. The introduction points out the common elements of these philosophical documents, while the final chapter is a list of tips on how you can write your...



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