



If You Are What You Eat, Your Company Is What It Thinks

By J A Schmid

Createspace Independent Publishing Platform, United States, 2014. Paperback. Book Condition: New. Angel Ruff (illustrator). 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Stepping out of the daily fray is difficult at best. We re so attuned to the rituals, customs, habits, and traditions we can no longer see them for what they are and how they envelop and define us. This book is an anthology of short stories that put the reader in the scene of a variety of corporate thinking scenarios and their resulting rituals and outcomes. Each chapter is written to be a catalyst for self-observation. Corporate Think is the product of leadership watching. Observable actions are a leader s teaching tool - their voice - not the missives, presentations, proclamations, or what is incorporated in handbooks or on company web pages. Corporate Think controls what gets done, how it gets done, and the rules of getting it done. It establishes what is okay and what is not. It is a framework for the code of conduct and ethical standards. It is the moderator of a company s brand, its rituals, customs, habits, and traditions that define what it is.



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