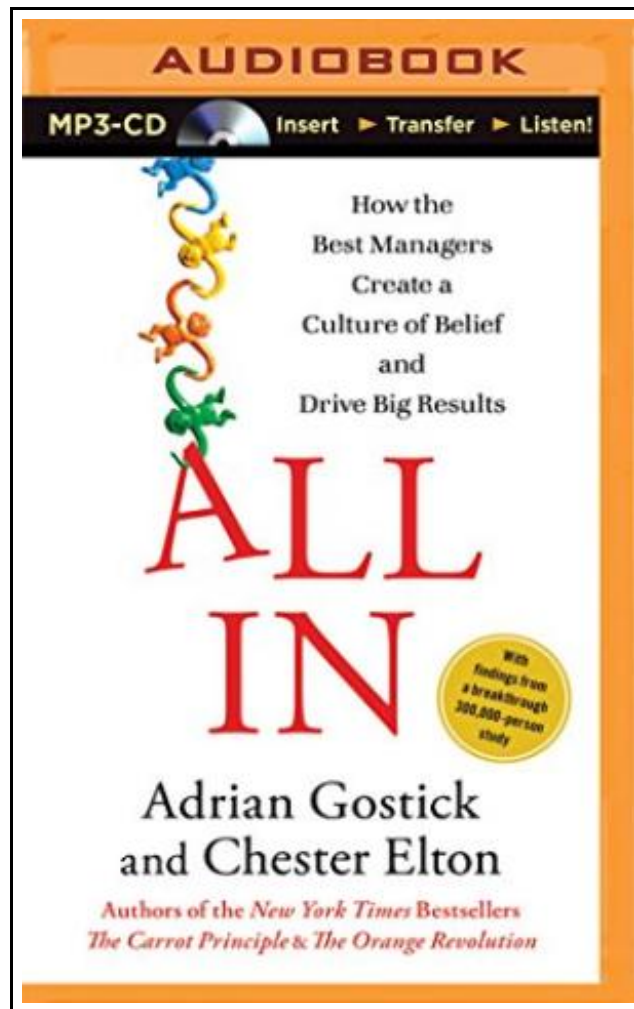


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BRILLIANCE AUDIO, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 173 x 135 mm. Language: English . Brand New. To have any hope of succeeding as a manager, you need to get your people all in. Whether you manage the smallest of teams or a multi-continent organization, you are the owner of a work culture congratulations and few things will have a bigger impact on your performance than getting your people to buy into your ideas and your cause and to believe what they do matters. Bestselling authors of *The Carrot Principle* and *The Orange Revolution*, Adrian Gostick and Chester Elton return to answer the most overlooked leadership questions of our day: Why are some managers able to get their employees to commit wholeheartedly to their culture and give that extra push that leads to outstanding results? And how can managers at any level build and sustain a profitable, vibrant work-group culture of their own? These leading workplace experts teamed up with research giant Towers Watson to analyze an unprecedented 300,000-person study, and they made a groundbreaking finding: managers of the highest-performing work groups create a culture of belief. In these distinctive workplaces, people believe in their leaders and in the company's vision, values, and goals. Employees are not only engaged but also enabled and energized (termed the three Es), which leads to astonishing results average annual revenues three times higher than for organizations lacking such a positive culture. And this was true during a period that included this most recent recession. Based on their extensive consulting experience and in-depth interviews with leaders and employees at exceptional companies such as American Express, Cigna, Avis Budget, Pepsi Bottling, and Hard Rock, the authors present a simple seven-step road map for creating a culture of belief: define a burning platform; create...



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