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Empathy And Understanding At
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Business Models for Transforming At

Customer Relationships What if
there were a way to turn occasional,
sporadic transactions with
customers into long-term,
continuous relationships--while

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simultaneously driving dramatic improvements in operational efficiency? What if you could break your existing trade-offs between superior customer experience and low cost? This is the promise of a connected strategy. New forms of connectivity--involving frequent,

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low-friction, customized interactions--mean that companies can now anticipate customer needs as they arise, or even before.

Simultaneously, enabled by these technologies, companies can create new business models that deliver more value to customers.

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Connected strategies are win-win: Customers get a dramatically improved experience, while companies boost operational efficiency. In this book, strategy and operations experts Nicolaj Siggelkow and Christian Terwiesch reveal the emergence of connected

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strategies as a new source of competitive advantage. With in-depth examples from companies operating in industries such as healthcare, financial services, mobility, retail, entertainment, nonprofit, and education, Connected Strategy identifies the

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four pathways--respond-to-desire,
curated offering, coach behavior,
and automatic execution--for
turning episodic interactions into
continuous relationships. The
authors show how each pathway
creates a competitive advantage,
then guide you through the critical

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decisions for creating and implementing your own connected strategies. Whether you're trying to revitalize strategy in an established company or disrupt an industry as a startup, this book will help you:

Reshape your connections with your customers Find new ways to

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connect with existing suppliers
while also activating new sources

of capacity Create the right revenue

model Make the best technology

choices to support your strategy

Integrating rich examples, how-to

advice, and practical tools in the

form of "workshop chapters"

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throughout, this book is the ultimate resource for creating competitive advantage through connected relationships with your customers and redefined connections in your industry.

A Wall Street Journal Bestseller

Named a Financial Times top title

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How to unleash "human magic" and achieve improbable results. Hubert Joly, former CEO of Best Buy and orchestrator of the retailer's spectacular turnaround, unveils his personal playbook for achieving extraordinary outcomes by putting people and purpose at the heart of

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business. Back in 2012, "Everyone thought we were going to die," says Joly. Eight years later, Best Buy was transformed as Joly and his team rebuilt the company into one of the nation's favorite employers, vastly increased customer satisfaction, and dramatically grew

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Best Buy's stock price. Joly and his
team also succeeded in making

Best Buy a leader in sustainability
and innovation. In The Heart of

Business, Joly shares the
philosophy behind the resurgence

of Best Buy: pursue a noble
purpose, put people at the center of

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the business, create an environment where every employee can blossom, and treat profit as an outcome, not the goal. This approach is easy to understand, but putting it into practice is not so easy. It requires radically rethinking how we view work, how we define

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companies, how we motivate, and how we lead. In this book Joly shares memorable stories, lessons, and practical advice, all drawn from his own personal transformation from a hard-charging McKinsey consultant to a leader who believes in human magic. The Heart of

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Business is a timely guide for leaders ready to abandon old paradigms and lead with purpose and humanity. It shows how we can reinvent capitalism so that it contributes to a sustainable future.

Principles of Management is designed to meet the scope and

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sequence requirements of the introductory course on management. This is a traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management

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course covers many management areas such as human resource management and strategic management, as well as behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that

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specialists in a variety of areas
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have authored individual chapters.

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Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economical advancement

The Competitive Advantage of Shared Identity, Empathy, and Understanding at Work

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Advantage Of Shared Identity

Build Organizational Culture for
Competitive Advantage

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Five Frequencies

How Winning Companies Close the
Strategy-to-Execution Gap

Manager's Guide to Virtual Teams

Managing for the Long Run

Choosing Growth Over Fear in

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Advantage Of Shared Identity Work and Life

Going far beyond previous empirical work, John Kotter and James Heskett provide the first comprehensive critical analysis of how the "culture" of a corporation powerfully influences its economic performance, for better

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or for worse. Through painstaking research at such firms as Hewlett-Packard, Xerox, ICI, Nissan, and First Chicago, as well as a quantitative study of the relationship between culture and performance in more than 200 companies, the authors describe

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how shared values and unwritten rules can profoundly enhance economic success or, conversely, lead to failure to adapt to changing markets and environments. With penetrating insight, Kotter and Heskett trace the roots of both healthy and

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unhealthy cultures, demonstrating how easily the latter emerge, especially in firms which have experienced much past success. Challenging the widely held belief that "strong" corporate cultures create excellent business performance,

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Kotter and Heskett show that while many shared values and institutionalized practices can promote good performances in some instances, those cultures can also be characterized by arrogance, inward focus, and bureaucracy -- features that

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undermine an organization's ability to adapt to change. They also show that even "contextually or strategically appropriate" cultures -- ones that fit a firm's strategy and business context -- will not promote excellent performance over long periods of

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time unless they facilitate the adoption of strategies and practices that continuously respond to changing markets and new competitive environments. Fundamental to the process of reversing unhealthy cultures and making them more adaptive, the

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authors assert, is effective leadership. At the heart of this groundbreaking book, Kotter and Heskett describe how executives in ten corporations established new visions, aligned and motivated their managers to provide leadership to serve their

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customers, employees, and
stockholders, and thus created
more externally focused and
responsive cultures.

The proven, effective strategy for
reinventing your business in the
age of ever-present disruption
Disruption by digital

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technologies? That's not a new story. But what is new is the "wise pivot," a replicable strategy for harnessing disruption to survive, grow, and be relevant to the future. It's a strategy for perpetual reinvention across the old, now, and new elements of

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any business. Rapid recent advances in technology are forcing leaders in every business to rethink long-held beliefs about how to adapt to emerging technologies and new markets. What has become abundantly clear: in the digital age,

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conventional wisdom about business transformation no longer works, if it ever did. Based on Accenture's own experience of reinventing itself in the face of disruption, the company's real world client work, and a rigorous two-year study of thousands of

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businesses across 30 industries,
Pivot to the Future reveals
methodical and bold moves for
finding and releasing new sources
of trapped value-unlocked by
bridging the gap between what is
technologically possible and how
technologies are being used. The

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freed value enables companies to simultaneously reinvent their legacy, and current and new businesses. Pivot to the Future is for leaders who seek to turn the existential threats of today and tomorrow into sustainable growth, with the courage to understand

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that a wise pivot strategy is not a one-time event, but a commitment to a future of perpetual reinvention, where one pivot is followed by the next and the next.

Filled with case studies from firms such as GT Automotive, GE

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Healthcare China, Vale, Dominos, Swiss Re Americas Division, and Polar Bank, among others, this book (written by Dan Denison and his co-authors) combines twenty years of research and survey results to illustrate a critical set of cultural dynamics that firms need

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to manage in order to remain competitive. Each chapter uses a case as a means to illustrate an important aspect of culture change focusing on seven common culture-change dilemmas including creating a strategic alignment, keeping

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strategy simple, and more.

Learn how to unleash the power of brand-culture fusion to achieve sustainable competitive advantage and new growth. "This compelling book shows how to connect the image you present to the outside world with the values

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and norms that operate inside your world of work." --Adam Grant, New York Times bestselling author of Originals and Give and Take "Denise Lee Yohn hit a home run with her first book, What Great Brands Do. Now she's written FUSION and it is just as

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provocative. Denise proves beyond a shadow of a doubt that great companies are powered by brand-culture fusion. I highly recommend this book!" --Ken Blanchard, Coauthor, The New One Minute Manager®, Coeditor, Servant Leadership in Action

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Internal culture + External brand
= FUSION For years, leaders at
companies like Southwest,
Starbucks, and Google have done
something differently that's put
their organizations at the top of
"the most admired companies,"
"best brands," and "great

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workplaces" lists. They don't often talk about that "something" specifically in terms of brand-culture fusion, but, as author Denise Lee Yohn reveals, aligning and integrating their brands and cultures is precisely how they've achieved their successes.

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Independently, brand and culture are powerful, unsung business drivers. But Denise shows that when you fuse the two together to create an interdependent and mutually reinforcing relationship between them, you create organizational power that isn't

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possible by simply cultivating one or the other alone. Through detailed case studies from some of the world's greatest companies (including Amazon, Airbnb, Adobe, Nike, and Salesforce), exclusive interviews with company executives, and insights

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from Denise's 25+ years working
with world-class brands, FUSION
provides readers with a roadmap
for increasing competitiveness,
creating measurable value for
customers and employees, and
future-proofing their business.
This is a must-read for readers

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interested in workplace culture,
brand management, strategy,
leadership, employee experience,
employee engagement,
integration, branding, and
organization development.

The Key to Competitive
Advantage in the New Era of Work

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Leadership Empathy And Understanding At

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Discovering Value and Creating
Growth in a Disrupted World

Service Leadership

Beyond Performance 2.0

The Expertise Economy

The Culturepreneur

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From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called “the

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*Dear Abby of the work world.” Ten
years as a workplace-advice columnist*

*have taught her that people avoid
awkward conversations in the office
because they simply don’t know what
to say. Thankfully, Green does—and in
this incredibly helpful book, she*

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*tackles the tough discussions you may
need to have during your career.*

*You'll learn what to say when •
coworkers push their work on
you—then take credit for it • you
accidentally trash-talk someone in an
email then hit “reply all” • you're*

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being micromanaged—or not being

managed at all • you catch a

colleague in a lie • your boss seems

unhappy with your work • your

cubemate's loud speakerphone is

making you homicidal • you got

drunk at the holiday party Praise for

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Ask a Manager “A must-read for
Empathy And Understanding At
anyone who works . . . [Alison

Green’s] advice boils down to the idea
that you should be professional (even
when others are not) and that
communicating in a straightforward
manner with candor and kindness will

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get you far, no matter where you work.”—Booklist (starred review) “The author’s friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers’ lives. Ideal for anyone new to the job

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market or new to management, or anyone hoping to improve their work experience.”—Library Journal (starred review) “I am a huge fan of Alison Green’s Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing

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***big and little problems in our
workplaces—and to do so with grace,
confidence, and a sense of
humor.”—Robert Sutton, Stanford
professor and author of The No
Asshole Rule and The Asshole
Survival Guide “Ask a Manager is the***

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*ultimate playbook for navigating the
traditional workforce in a diplomatic
but firm way.”—Erin Lowry, author of
Broke Millennial: Stop Scraping By
and Get Your Financial Life Together
MORE THAN ONE MILLION
COPIES IN PRINT • “One of the*

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seminal management books of the past seventy-five years.”—Harvard Business Review This revised edition of the bestselling classic is based on fifteen years of experience in putting Peter Senge’s ideas into practice. As Senge makes clear, in the long run the

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only sustainable competitive advantage is your organization's ability to learn faster than the competition. The leadership stories demonstrate the many ways that the core ideas of the Fifth Discipline, many of which seemed radical when

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first published, have become deeply integrated into people's ways of seeing the world and their managerial practices. Senge describes how companies can rid themselves of the learning blocks that threaten their productivity and success by adopting

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*the strategies of learning
organizations, in which new and
expansive patterns of thinking are
nurtured, collective aspiration is set
free, and people are continually
learning how to create the results they
truly desire. Mastering the disciplines*

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Senge outlines in the book will:

- *Reignite the spark of genuine learning driven by people focused on what truly matters to them*
- *Bridge teamwork into macrocreativity*
- *Free you of confining assumptions and mindsets*
- *Teach you to see the forest*

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*and the trees • End the struggle
between work and personal time This*

*updated edition contains more than
one hundred pages of new material
based on interviews with dozens of
practitioners at companies such as
BP, Unilever, Intel, Ford, HP, and*

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***Saudi Aramco and organizations such
as Roca, Oxfam, and The World
Bank.***

***Your organization's culture: It's
either an asset or a liability. At this
very moment, it's either lifting your
business performance or "eating your***

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*strategy for breakfast." How do you
ensure it's the former, not the latter?*

*Based on the authors' 20+ years of
research, the answer couldn't be
clearer: Intentionally or
unintentionally, you create culture
through the signals you transmit on*

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Five Frequencies: 1/ Your decisions and actions. 2/ What you reward and recognize. 3/ What you tolerate (or don't). 4/ How you show up informally. 5/ Your formal communications. To make a bad culture good, or a good culture great,

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*you've got to deliberately transmit
strong and steady signals. This guide
shows you how. Fast-paced and
loaded with real-life examples, Five
Frequencies prescribes more than 20
practical Signal Boosts for turning
culture into competitive advantage.*

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*Check out early endorsements and
download the introduction and a
discussion guide at*

www.fivefrequencies.com.

*Connection Culture, 2nd Edition The
Competitive Advantage of Shared
Identity, Empathy, and Understanding*

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*at Work Michael Lee Stallard Todd
Hall, Katharine P. Stallard, and Jason
Pankau Human Connection Affects
Much More Than the Bottom Line
Organizations thrive when employees
feel valued, the environment is
energized, and high productivity and*

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innovation are the norm. This requires a new kind of leader who fosters a culture of connection within the organization. An update to the popular first edition, Michael Lee Stallard's Connection Culture, 2nd Edition, provides a fresh way of

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thinking about leadership and offers recommendations for how to tap into the power of human connection. If you want to begin fostering a connection culture in your organization, this book is your game-changing opportunity. Stop

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*undermining performance and take
the first step toward change that will
give your organization, your team,
and everyone you lead a true
competitive advantage. Inspiring and
practical, this book challenges you to
set the performance bar high and keep*

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reaching. In this book, you will learn how to: -Foster a connection culture.-Emulate best practices of connected workplaces like those at Pixar and Duke University's men's basketball team.-Boost vision, value, and voice within your organization.

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*The second edition introduces new,
research-supported theories about
loneliness and includes new examples.*

Competitive Advantage

Pivot to the Future

Grow

Lessons in Competitive Advantage

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Advantage Of Shared Identity
from Great Family Businesses
Principles of Management
Empathy And Understanding At
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Connection Culture

*The purpose of this book is to provide
a comprehensive theoretical
framework as well as practical
strategies—not just for survival but*

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for a true search for excellence in the uncertain and ever-changing world of customer service management. The theoretical framework is based on the notion that customer service contains three key variables: a promise, a process, and people. After going

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through the step-by-step process of service management, the reader will have the necessary understanding and skill to choose the right strategy for the right circumstances, to design service processes, to identify the means and methods to implement these

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*processes, and to measure the outcome.
Bring People Together! Strong
communities help people support one
another, share their passions, and
achieve big goals. And such
communities aren't just happy
accidents—they can be purposefully*

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*cultivated, whether they're in a
company, in a faith institution, or
among friends and enthusiasts.*

*Drawing on 3,000 years of history and
his personal experience, Charles Vogl
lays out seven time-tested principles
for growing enduring, effective, and*

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connected communities. He provides hands-on tools for creatively adapting these principles to any group—formal or informal, mission driven or social, physical or virtual. This book is a guide for leaders seeking to build a vibrant, living entity that will greatly

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enrich its members' lives.

Fidelity, Hallmark, Michelin, and Wal-Mart are renowned industry powerhouses with long leadership track records. Yet these celebrated companies are united by another factor not generally equated with

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***competitive success: They are all
family-controlled businesses. While
many view the hallmarks of family
businesses—stable strategies, clan
cultures, and unencumbered family
ownership—as weaknesses, Danny
Miller and Isabelle Le Breton-Miller***

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*argue that it is these very
characteristics that create formidable
competitive advantages for many such
firms. Managing for the Long Run
draws from a worldwide study of
enduring, family-run
organizations—including Cargill,*

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Timken, L.L. Bean, The New York Times, and IKEA—to reveal their unconventional success strategies and how these strategies can be adopted and applied in any organization.

Miller and Le Breton-Miller show how four driving passions of family-run

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*firms—command, continuity,
community, and connection—give rise
to a set of practices that defy modern
management thinking yet ensure a
company's long term competitive
advantage. Outlining how these
practices can enhance strategic efforts*

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*from operations to brand leadership to
innovation, this book shows what every
company must do to manage for the
long run.*

*As seen in Fast Company, Inc.,
Entrepreneur, Quartz at Work, Big
Think, Chief Learning Officer, Chief*

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*Executive Officer, and featured in the
Financial Times, and Forbes*

*Recommended Reading for Creative
Leaders. The workplace is going
through a large-scale transition with
digitization, automation, and
acceleration. Critical skills and*

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expertise are imperative for companies and their employees to succeed in the future, and the most forward-thinking companies are being proactive in adapting to the shift in the workforce. Kelly Palmer, Silicon Valley thought-leader from LinkedIn, Degreed, and

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Yahoo, and David Blake, co-founder of Ed-tech pioneer Degreed, share their experiences and describe how some of the smartest companies in the world are making learning and expertise a major competitive advantage. The authors provide the

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*latest scientific research on how people
really learn and concrete examples*

*from companies in both Silicon Valley
and worldwide who are driving the*

conversation about how to create

experts and align learning innovation

with business strategy. It includes

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*interviews with people from top
companies like Google, LinkedIn,
Airbnb, Unilever, NASA, and
MasterCard; thought leaders in
learning and education like Sal Khan
and Todd Rose; as well as Thinkers50
list-makers Clayton Christensen,*

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***Daniel Pink, and Whitney Johnson.
The Expertise Economy dares you to
let go of outdated and traditional ways
of closing the skills gap, and
challenges CEOs and business leaders
to embrace the urgency of re-skilling
and upskilling the workforce.***

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*How to Keep Your Strategy Moving as
Fast as Your Business*

Strategy That Works

The Heart of Business

The Fifth Discipline

The Art of Community

Ask a Manager

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Fired Up Or Burned Out

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Ten years of research
uncover the secret source
of growth and profit ...

Those who center their
business on improving
people's lives have a

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growth rate triple that of competitors and outperform the market by a huge margin. They dominate their categories, create new categories and maximize profit in the

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long term. Pulling from a
unique ten year growth
study involving 50,000
brands, Jim Stengel shows
how the world's 50 best
businesses—as diverse as
Method, Red Bull, Lindt,

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*Petrobras, Samsung,
Discovery Communications,
Visa, Zappos, and
Innocent—have a cause and
effect relationship
between financial
performance and their*

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*ability to connect with
fundamental human
emotions, hopes, values
and greater purposes. In
fact, over the 2000s an
investment in these
companies—“The Stengel*

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Empathy And Understanding At
Work

50"—would have been 400 percent more profitable than an investment in the S&P 500. Grow is based on unprecedented empirical research, inspired (when Stengel was Global

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Marketing Officer of
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Work
(Procter & Gamble) by a
study of companies growing
faster than P&G. After
leaving P&G in 2008,
Stengel designed a new
study, in collaboration

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with global research firm
Empathy And Understanding At
Millward Brown Optimor.

Work
This study tracked the
connection over a ten year
period between financial
performance and customer
engagement, loyalty and

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*advocacy. Then, in a
further investigation of
what goes on in the “black*

*box” of the consumer’s
mind, Stengel and his team
tapped into neuroscience
research to look at*

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customer engagement and
Empathy And Understanding At
measure subconscious

Work
attitudes to determine
whether the top businesses
in the Stengel Study were
more associated with
higher ideals than were

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*others. Grow thus deftly
blends timeless truths
about human behavior and
values into an action
framework - how you
discover, build,
communicate, deliver and*

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Advantage Of Shared Identity

evaluate your ideal.

Empathy And Understanding At Work

*Through colorful stories
drawn from his fascinating
personal experiences and
“deep dives” that bring
out the true reasons for
such successes as the*

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*Pampers, HP, Discovery
Channel, Jack Daniels and
Zappos, Grow unlocks the
code for twenty-first
century business success.
Human Connection Affects
Much More Than the Bottom*

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Line Organizations thrive when employees feel valued, the environment is energized, and high productivity and innovation are the norm. This requires a new kind

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of leader who fosters a
culture of connection
within the organization.

An update to the popular
first edition, Michael Lee
Stallard's Connection
Culture , 2nd Edition,

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*Advantage Of Shared Identity
Empathy And Understanding At
Work*
provides a fresh way of
thinking about leadership
and offers recommendations
for how to tap into the
power of human connection.
If you want to begin
fostering a connection

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*culture in your
organization, this book is
your game-changing
opportunity. Stop
undermining performance
and take the first step
toward change that will*

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give your organization,
your team, and everyone
you lead a true

competitive advantage.

Inspiring and practical,
this book challenges you
to set the performance bar

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high and keep reaching. In
this book, you will learn
how to: Foster a

connection culture.

Emulate best practices of
connected workplaces like
those at Pixar and Duke

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*University's men's
basketball team. Boost
vision, value, and voice
within your organization.
The second edition
introduces new, research-
supported theories about*

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*Advantage Of Shared Identity
loneliness and includes
Empathy And Understanding At
new examples.*

*Packed with time-tested
Work
techniques and real-life
case studies, this work
and life field guide is
based on the famous*

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*training program of the
same name. Now you can put
this powerful resource to
work in your search for
fulfillment in your
professional and personal
life.*

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*Culture is no longer a
factor in the high
performance equation: it
is the equation We are in
the midst of a seismic
shift in leadership and
company culture-one*

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*accelerated by the recent
pandemic. In an era of
remote work and online
communications, company
culture isn't bounded by
walls or the type of
business it does. It is*

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tied to the attitudes,
behaviors, and values of
the people who create it.

*Throw in the increasing
competition for talent,
and the increasing desire
for employees to find a*

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*shared purpose or
connection with their
employer, and it's clear
that true leadership
requires a new set of
skills and a new way of
thinking. It requires you*

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to become a culturepreneur—
putting culture at the
centre of business

strategy, knowing that it
is individuals who create
organizational culture. In
this ground-breaking book,

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acclaimed author, speaker,
and global expert on human
capital Marty Parker takes
you through what it means
to be a culturepreneur,
and how you can implement
a culture operating system

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that drives culture
transformation. Through
interviews with notable
leaders, case studies, and
a review of best practices
across industries, Parker
illuminates how to

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approach culture as a deliberate goal—as opposed to an organic evolution—how to curate it, and how to develop a business system around it. You'll learn about the five key

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*attributes of today's high-
performance leaders and
emerge with a new
culturepreneurial mindset
that will give you the
corporate culture you
desire and need-one*

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*supported by planning,
leadership alignment,
measurement, and the right
human systems. An
essential resource for
current CEOs, leaders, and
future leaders who realize*

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*a new cultural order is
transforming what
effective leadership is
about, The Culturepreneur
will help you and your
organization reach new
levels of performance-*

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driving human,
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organizational, societal,
Work and economic successes
that exceed even your own
expectations.
Creating a Sustainable
Competitive Advantage in

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Selling
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Investing in Cultural
Diversity and
Intercultural Dialogue
Empathy Works
Aligning Culture and
Strategy

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How to Navigate Clueless
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Colleagues, Lunch-Stealing
Bosses, and the Rest of
Your Life at Work

Culture Renovation: 18
Leadership Actions to
Build an Unshakeable

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Corporate Culture and
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The Future of Work has arrived. And its powered by empathy. Its time for new leadership. Todays world of work is more digitized, decentralized, and unpredictable than ever

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transformation accelerated by the
COVID-19 pandemic. As we emerge
from the crisis, we need to orient
ourselves differently to be successful,
moving from transactional to human-
centric management, mindsets and
methods. In Empathy Works, work
futurist, speaker, and workforce

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consultant Sophie Wade shows you why empathy is a critical corporate value and skill for achieving engagement, productivity, and sustained growth in a post-pandemic world. Sharing data and insights from brain science, organizational psychology, as well as real situations

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and stories from around the world, Wade guides you through the steps to cultivate empathy throughout every aspect of your organization from culture to leadership, for managing distributed workers, sales teams, and bridging generations. You'll learn how to integrate empathy habits into

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management practices and daily operations, nurturing an organization empowered by human-centric connection and understanding. Not only will you create a more supportive, meaningful, and positive workplace, but you'll gain a sustainable competitive advantage as you

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manage, motivate, and enhance team performance and business results. An invaluable resource for existing and rising executives and managers, Empathy Works provides you with essential insights and knowledge to adapt, thrive, and grow no matter what the future holds.

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The technological revolution has reached around the world, with important consequences for business, government, and the labor market.

Computer-aided design, telecommunications, and other developments are allowing small players to compete with traditional

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giants in manufacturing and other fields. In this volume, 16 engineering and industrial experts representing eight countries discuss the growth of technological advances and their impact on specific industries and regions of the world. From various perspectives, these distinguished

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commentators describe the practical aspects of technology's reach into business and trade.

The Competitive Advantage of Nations is one of the most influential business and management books of all time. Michael Porter's research identified the fundamental determinants of

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national competitive advantage in an industry and how they work together to give international advantage. The findings are rich in implications for firms and governments and set the agenda for discussions of global competition. The book was an extraordinary achievement and had a

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profound effect upon management,
policy-makers and academics

worldwide. The core ideas of the book
remain very relevant today and this
new edition includes the original text in
full with a new introduction by the
author, which reviews the key themes
and issues of the book in the light of

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subsequent developments. This book represents one of the very few must buys in business and management.

Employee disengagement is a widespread malady in American organizations. Stallard shares the three key actions necessary to transform even a lethargic,

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disconnected organization or office
into an impassioned, innovative, and
thriving workplace.

How Integrating Brand and Culture
Powers the World's Greatest
Companies

Organizational Behavior

Seven Principles for Belonging

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An Epidemic of Empathy in
Healthcare: How to Deliver

Compassionate, Connected Patient
Care That Creates a Competitive
Advantage

How the smartest companies use
learning to engage, compete, and
succeed

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Creating and Sustaining Superior
Performance Empathy And Understanding At

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How to Reignite Your Team's Passion,
Creativity, and Productivity

Tap Into the Power of Human Connection
Creating a thriving organization where
employees feel valued, the environment is
energized, and high productivity and

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innovation are the norm requires a new kind of leader who fosters a culture of connection within the organization.

Empathy And Understanding At Work

Connection Culture, 2nd Edition, is your game-changing opportunity to become that leader and to begin fostering a connection culture in your organization. Stop undermining performance and take

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the first step toward change that will give
your organization, your team, and

everyone you lead a true competitive

advantage. Inspiring and practical, this

book challenges you to set the

performance bar high and keep reaching.

Learn how to: • Foster a connection

culture. • Emulate best practices of

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connected teams—from Mayo Clinic physicians and scientists to the creators of the award-winning Broadway musical Hamilton. • Boost vision, value, and voice within your organization. Published in the shadow of the COVID-19 pandemic, the book messages the authors' hope for post-traumatic growth; provides updated,

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research-supported theories about the relationship of stress and loneliness; and includes new examples and profiles of great leaders communicating during crisis.

Seize and expand the competitive edge with a smart, well-managed culture “renovation” Most business leaders

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understand the power of a dynamic, positive culture—but almost every effort to change culture fails. Why? The approach is often all wrong. Rather than attempt to “transform” a new culture from the ground up, leaders need to instead spearhead a culture renovation. It’s all about keeping what works, changing what

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needs to be changed, and ensuring proper care and maintenance—much like refurbishing and living in a beautiful historic home and improving its overall value. In Culture Renovation, the head of the world's leading HR research firm—the Institute for Corporate Productivity (i4cp)—Kevin Oakes provides tangible,

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tactical insights drawn from a robust data set and informed by CEOs and HR leaders at many of the world's top companies.

You'll find everything you need to rebuild your corporate culture with care and expertise, including: Three phases and detailed action steps for architecting the change you want to see Practical insights

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and examples from T-Mobile, Microsoft, 3M, and other top companies The traits of a healthy corporate culture Proven talent practices to maintain your new culture for long-term success Oakes identifies 18 proven leadership actions for turning any culture into an agile, resilient, and innovative high-performance

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organization. You'll learn how to best understand the culture in place today and set a new cultural path for decades to come; develop a co-creation mindset; identify influencers and blockers; ferret out skeptics and non-believers; measure, monitor, and report progress; and implement "next practices" in talent

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strategies to sustain the renovation. Culture Renovation delivers everything you need to plan, build, and maintain a corporate culture that drives profits, growth, and business sustainability now and well into the future.

Are you at risk of being trapped in an uncompetitive business? Chances are the

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strategies that worked well for you even a few years ago no longer deliver the results

you need. Dramatic changes in business

have unearthed a major gap between

traditional approaches to strategy and the

way the real world works now. In short,

strategy is stuck. Most leaders are using

frameworks that were designed for a

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different era of business and based on a single dominant idea—that the purpose of strategy is to achieve a sustainable competitive advantage. Once the premise on which all strategies were built, this idea is increasingly irrelevant. Now, Columbia Business School professor and globally recognized strategy expert Rita

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Gunther McGrath argues that it's time to go beyond the very concept of sustainable competitive advantage. Instead, organizations need to forge a new path to winning: capturing opportunities fast, exploiting them decisively, and moving on even before they are exhausted. She shows how to do this with a new set of practices

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based on the notion of transient competitive advantage. This book serves as a new playbook for strategy, one based on updated assumptions about how the world works, and shows how some of the world's most successful companies use this method to compete and win today. Filled with compelling examples from

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Japan, and Atmos Energy, The

End of Competitive Advantage is your
guide to renewed success and profitable
growth in an economy increasingly
defined by transient advantage.

How to close the gap between strategy and

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execution Two-thirds of executives say their organizations don't have the capabilities to support their strategy. In *Strategy That Works*, Paul Leinwand and Cesare Mainardi explain why. They identify conventional business practices that unintentionally create a gap between strategy and execution. And they show

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how some of the best companies in the world consistently leap ahead of their competitors. Based on new research, the authors reveal five practices for connecting strategy and execution used by highly successful enterprises such as IKEA, Natura, Danaher, Haier, and Lego. These companies:

- Commit to what they

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do best instead of chasing multiple opportunities • Build their own unique

winning capabilities instead of copying others • Put their culture to work instead

of struggling to change it • Invest where it matters instead of going lean across the

board • Shape the future instead of reacting to it Packed with tools you can

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use for building these five practices into
your organization and supported by in-

depth profiles of companies that are

known for making their strategy work, this
is your guide for reconnecting strategy to
execution.

The Quest for Competitive Advantage

International Perspectives

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Securing Competitive Advantage
The End of Competitive Advantage

Winning
Building Continuous Customer
Relationships for Competitive Advantage
The Fourth Industrial Revolution
Win from Within

*Double your odds of leading
successful, sustainable change*

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Leaders aren't short on access to change management advice, but the jury has long been out as to which approach is the best one to follow. With the publication of Beyond Performance 2.0, the verdict is

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*well and truly in. By applying
the approach detailed by
authors, Scott Keller and Bill
Schaninger, the evidence
shows that leaders can more
than double their odds of
success—from thirty percent to*

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*almost eighty. Whereas the
first edition of Beyond
Performance introduced the
authors' "Five Frames of
Performance and Health"
approach to change
management, the fully revised*

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*and updated Beyond
Performance 2.0 has been
transformed into a truly
practical “how to” guide for
leaders. Every aspect of how to
lead change at scale is covered
in a step-by-step manner,*

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*always accompanied by
practical tools and real-life
examples. Keller and
Schaninger's work is
distinguished in many ways,
one of which is the rigor behind
the recommendations. The*

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underpinning research is the
most comprehensive of its
kind—based on over 5 million
data points drawn from 2,000
companies globally over a
15-year period. This data is
overlaid with the authors'

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*combined more than 40 years
of experience in helping
companies successfully
achieve large-scale change. As
senior partners in McKinsey &
Company, consistently named
the world's most prestigious*

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management consulting firm,
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Keller and Schaninger also
draw on the shared experience
of their colleagues from offices
in over 60 countries with
unrivaled access to CEOs and
senior teams. Beyond

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Performance 2.0 also dares to go against the grain—eschewing the notion of copying best practices and instead guiding leaders to make choices specific to their unique context and

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*organization. It does this with
meticulously balance of focus
on short- and long-term
considerations, and on fully
addressing the hard technical
and oft cultural elements of
making change happen.*

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Further, the approach doesn't just focus on delivering change; it builds an organization's muscle to continuously change, making it healthier so that it can act with increased speed and agility to

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*stay perpetually ahead of its
competition. Leaders looking
for a proven approach to
leading large-scale change
from a trusted source have
found what they are looking for
in Beyond Performance 2.0.*

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"The management of organizational behavior is a critically important source of competitive advantage in today's organizations.

Managers must be able to capitalize on employees'

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*individual differences as jobs
are designed, teams are
formed, work is structured, and
change is facilitated. This
textbook, now in its third
edition, provides its readers
with the knowledge required to*

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*succeed as managers under
these circumstances. In this
book, John Wagner and John
Hollenbeck make the key
connection between theory
and practice to help students
excel as managers charged*

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*with the task of securing
competitive advantage. They
present students with a variety
of helpful learning tools,
including: Coverage of the full
spectrum of organizational
behavior topics. Managerial*

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models that are based in many instances on hundreds of research studies and decades of management practice - not the latest fad. Completely new introductory mini-cases and updated examples throughout

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the text to help students
contextualize organizational
behavior theory and
understand its application in
today's business world This
ideal book for upper-level
undergraduate and

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*postgraduate students of
organizational behavior is
written to motivate exceptional
student performance and
contribute to their lasting
managerial success. Online
resources, including*

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PowerPoint slides and test
banks, round out this essential

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resource for instructors and
students of organizational
behavior"--

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*Regarded as one of the most
influential management books
of all time, this fourth edition of
Leadership and Organizational
Culture transforms the abstract*

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*concept of culture into a tool
that can be used to better
shape the dynamics of
organization and change. This
updated edition focuses on
today's business realities.
Edgar Schein draws on a wide*

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range of contemporary
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research to redefine culture
and demonstrate the crucial
role leaders play in
successfully applying the
principles of culture to achieve
their organizational goals.*

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Global Organizations*
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The Culture Book
Globalization of Technology
Leadership Signals that Turn
Culture Into Competitive
Advantage

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Leadership Principles for the

Next Era of Capitalism

Fusion

Shiftability

Get solid collaboration
from team members in
remote locations

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Globalization and new technologies have made team collaboration from distant geographical locations—on the road, from home or client sites, even on the other

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side of the globe—a routine part of business. Managing these teams requires new skills and sensitivities to maximize team and organizational

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performance. Emphasizing
pragmatism over theory
and offering helpful
tips instead of vague
observations, Manager's
Guide to Virtual Teams
helps you bridge the

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communication gaps
created by geographical
separation and get peak
performance from
employees you rarely
see. You will learn how
to: Keep team members in

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remote locations
motivated and involved
Coach for peak

performance via e-mail,
telephone,

teleconference, and
videoconference Help

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widely scattered team
members understand their
contribution to the

business Build consensus
for decisions among
virtual team members
Learn effective

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performance Briefcase
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specifically for today's
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eye-catching icons,
checklists, and sidebars
to guide managers step
by step through everyday
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help you navigate each
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concepts Tactics and
strategies for managing
virtual teams Tricks of
the trade for executing

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techniques Practical

advice for minimizing

the possibility of error

Warning signs for when

things are about to go

wrong Examples of

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successful virtual
managing Specific
planning procedures,
tactics, and hands-on
techniques

The best strategies in
healthcare begin with

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empathy Revolutionary
advances in medical
knowledge have caused
doctors to become so
focused on their narrow
fields of expertise that
they often overlook the

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simplest fact of all:
their patients are
suffering. This

suffering goes beyond
physical pain. It

includes the fear,
uncertainty, anxiety,

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confusion, mistrust, and
waiting that so often
characterize modern

healthcare. One of
healthcare's most
acclaimed thought
leaders, Dr. Thomas H.

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Lee shows that world-class medical treatment and compassionate care are not mutually exclusive. In *An Epidemic of Empathy in Healthcare*, he argues

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that we must have it
both ways—that combining
advanced science with
empathic care is the
only way to build the
health systems our
society needs and

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deserves. Organizing providers so that care is compassionate and coordinated is not only the right thing to do for patients, it also forms the core of

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strategy in healthcare's competitive new marketplace. It provides business advantages to organizations that strive to reduce human suffering effectively,

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reliably, and
efficiently. Lee
explains how to develop
a culture that treats
the patient, not the
malady, and he provides
step-by-step guidance

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for unleashing an
"epidemic of empathy"

by: Developing a shared

understanding of the

overarching goal—meeting

patients' needs and

reducing their suffering

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Making empathic care a social norm rather than the focus of economic incentives Pinpointing and addressing the most significant causes of patient suffering

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Collecting and using
data to drive
improvement Healthcare

is entering a new era
driven by competition on
value—meeting patients'
needs as efficiently as

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possible. Leaders must make the choice either to move forward and build a new culture designed for twenty-first-century medicine or to maintain old

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models and practices and
be left behind. Lee

argues that empathic
care resonates with the
noblest values of all
clinicians. If
healthcare organizations

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can help caregivers live up to these values and focus on alleviating their patients' suffering, they hold the key to improving value-based care and driving

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business success. Join
the compassionate care
movement and unleash an
epidemic of empathy!

Thomas H. Lee, MD, is
Chief Medical Officer of
Press Ganey, with more

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than three decades of
experience in healthcare
performance improvement
as a practicing
physician, leader in
provider organizations,
researcher, and health

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policy expert. He is a
Professor (Part-time) of
Medicine at Harvard
Medical School and
Professor of Health
Policy and Management at
the Harvard School of

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Public Health.

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All profits from the
sale of Shiftability
will be donated to
charity water.org.

Acclaimed business
leaders Mitch Little and

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Hendre Coetzee share
their decades of
expertise in this
innovative guidebook
focused on helping you
succeed in the sales
force. The ways we do

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business and engage with
customers are constantly
changing in our high-
tech, global world.

Sales professionals must
also change their
methods to reach

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clients. In their book, Mitch and Hendre show how to achieve the mind-set shift you need first in order to have the capacity to change your methodologies. Mitch's

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expertise comes from
leading sales and
marketing teams at
Microchip Technology,
which reached its one-
hundredth consecutive
quarter of profitability

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in 2015. Hendre is a transformation specialist and advises business executives and boards on reaching their full potential.

Together, these experts

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identified six core shifts-some surprising-that will empower sales professionals and lead to success. The sales world will continue to undergo dramatic

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changes. New strategies
and methods are
essential, but they

require the right mind-
set. Shiftability lays
the necessary mental
groundwork sales

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professionals need in order to implement these changes in methodology and thrive in a new environment. Brent Adamson, author of The Challenger Sale and The

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Challenger Customer,
reiterates the
importance of
adaptability in the
sales profession in his
foreword.

Understanding the

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culture and factors that help workers thrive is essential to a business's success.

Cultures of control and indifference, which are dominant in today's

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society, can lead to
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employee disengagement
and burnout. Connection

Culture will equip you
with the skills needed
to be part of the
turnaround story and

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create a culture that
will help people thrive.

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Advantage of Nations

Play to Win!

Volume 1: When Culture

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A Proven Approach to
Leading Large-Scale
Change

Connected Strategy

How High Performance

Leaders Craft Culture as

Competitive Advantage?

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The Art & Practice of
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The Learning
Work
Organization

**There is significant
evidence that an
effective organizational
culture provides a major**

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competitive edge—higher
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levels of employee and

customer engagement and

loyalty translate into

higher growth and

profits. Many business

leaders know this, yet

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few are doing much to
improve their
organizations' cultures.

They are discouraged by
misguided beliefs that
an executive's tenure
and an organization's

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attention span are too
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short for meaningful
Work

transformation. James
Heskett provides a
roadmap for achievable
and fast-paced culture
change. He demonstrates

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that an effective
culture supplies the
trust that makes
managing change of all
kinds easier. It
provides a foundation on
which changes in

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strategy can be based,
and it's a competitive
edge that can't easily
be hacked or copied.

Examining leading
companies around the
world, Heskett details

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how organizational
culture makes employees
more loyal, more
productive, and more
creative. He discusses
how to quantify its
effects in order to sell

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the notion of culture

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change to the

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organization and

considers how to

preserve an

organization's culture

in the face of the trend

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toward remote work
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hastened by the COVID-19
pandemic. Showing how
leadership can bring
about significant
changes in a
surprisingly short time

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span, Win from Within
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**offers a playbook for
developing and deploying
culture that enables
outsized results. It is
a groundbreaking
demonstration of**

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organizational culture's
role as a foundation for
strategic success—and
its measurable impact on
the bottom line.

The Culture Book is a
practical guide to

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building incredible
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corporate cultures. It

is for everyone who

believes in the power of

culture, and anyone who

wants to affect positive

change wherever they

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work. Within its pages
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you'll find the best
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stories that we've
encountered in years of
hands-on fieldwork,
paired with proven,
practical frameworks

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that you can get started
with right now.

This report analyses all
aspects of cultural
diversity, which has
emerged as a key concern
of the international

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community in recent
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decades, and maps out
new approaches to

monitoring and shaping

the changes that are

taking place. It

highlights, in

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particular, the
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interrelated challenges

of cultural diversity

and intercultural

dialogue and the way in

which strong

homogenizing forces are

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matched by persistent
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diversifying trends. The
report proposes a series
of ten policy-oriented
recommendations, to the
attention of States,
intergovernmental and

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non-governmental
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organizations,
international and
regional bodies,
national institutions
and the private sector
on how to invest in

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cultural diversity.

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Emphasizing the

importance of cultural

diversity in different

areas (languages,

education, communication

and new media

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development, and
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creativity and the
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marketplace) based on

data and examples

collected from around

the world, the report is

also intended for the

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general public. It
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proposes a coherent
vision of cultural

diversity and clarifies

how, far from being a

threat, it can become

beneficial to the action

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of the international
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community.

Work
Now beyond its eleventh
printing and translated
into twelve languages,
Michael Porter's The
Competitive Advantage of

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Nations has changed
Empathy And Understanding At
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conception of how

prosperity is created

and sustained in the

modern global economy.

Porter's groundbreaking

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study of international
competitiveness has
shaped national policy
in countries around the
world. It has also
transformed thinking and
action in states,

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cities, companies, and
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even entire regions such
as Central America.

Based on research in ten
leading trading nations,
The Competitive
Advantage of Nations

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offers the first theory
of competitiveness based
on the causes of the
productivity with which
companies compete.

Porter shows how
traditional comparative

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advantages such as
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natural resources and

pools of labor have been

superseded as sources of

prosperity, and how

broad macroeconomic

accounts of

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competitiveness are
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insufficient. The book

introduces Porter's

"diamond," a whole new

way to understand the

competitive position of

a nation (or other

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locations) in global
competition that is now
an integral part of
international business
thinking. Porter's
concept of "clusters,"
or groups of

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interconnected firms,
suppliers, related
Work

industries, and

institutions that arise

in particular locations,

has become a new way for

companies and

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governments to think
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about economies, assess

the competitive

advantage of locations,

and set public policy.

Even before publication

of the book, Porter's

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theory had guided national reassessments in New Zealand and elsewhere. His ideas and personal involvement have shaped strategy in countries as diverse as

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the Netherlands,
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Portugal, Taiwan, Costa
Rica, and India, and
regions such as
Massachusetts,
California, and the
Basque country. Hundreds

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of cluster initiatives
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have flourished
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throughout the world. In
an era of intensifying
global competition, this
pathbreaking book on the
new wealth of nations

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has become the standard
by which all future work
must be measured.

How Ideals Power Growth
and Profit at the
World's Greatest
Companies