



Corporate Religion (Paperback)

By Jesper Kunde, B.J. Cunningham

Pearson Education Limited, United Kingdom, 2002. Paperback. Condition: New. Language: N/A. Brand New Book ***** Print on Demand *****.The aim is to unite everything in a Corporate Religion. A religion that brings together the internal company and the external market in a shared, connected flow of understanding. CORPORATE RELIGION is about building a strong market position in a world where consumers no longer demand simply the product, but reliable companies and brands. The winners of the future will be those corporations who can handle the consequences of this change and implement strategies revealed in this book. It s about a shared vision and the courage to believe in a Corporate Religion. Management has to unite the organisation around a strong idea, a shared vision, and then manage accordingly. That makes tough demands. In the company of the future there will only be space for believers. Dissenters must look elsewhere. It s about leadership and what is required for winning in the market place of the future. Employees have the right to a leader who will stand at the front and lead them into the future. A leader who dares to believe, because without belief, it is impossible to have an...



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Reviews

Very good eBook and valuable one. Better then never, though i am quite late in start reading this one. I am very easily could possibly get a satisfaction of reading through a created publication.

-- **Brianne Heidenreich**

This sort of book is every little thing and made me searching ahead and more. Sure, it is actually play, nonetheless an amazing and interesting literature. You wont feel monotony at whenever you want of the time (that's what catalogs are for relating to in the event you ask me).

-- **Gavin Bosco IV**