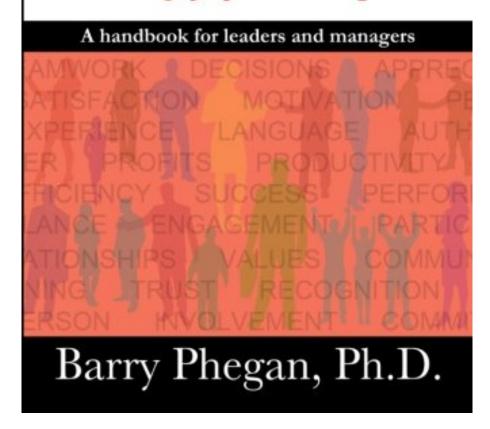


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Review

"It works!" -- George F. Weston, Vice President and Resident Manager, Anheuser-Busch, Inc.

"Labor and management broke down barriers and developed mutual trust, confidence and goals, at a plant once fraught with conflict." -- Joseph Silva, President, Teamsters Local No. 70, Oakland, California

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From the Inside Flap HIGHLIGHTS OF THE BOOK

Culture sets the stage for success. It is your organization's culture that leads to success or to failure, page 6.

Leaders can manage their organization's culture as straightforwardly as they manage production, page 15.

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From the Back Cover

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• Sales Rank: #1728250 in Books

Brand: Context PressPublished on: 1995-01Original language: English

• Number of items: 1

• Dimensions: 9.00" h x .39" w x 6.00" l,

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• 170 pages

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Powerful lessons in this book but you must have some understanding of what culture is to be able to apply them.

By Robert Lara

Barry Phegan consulted with one of my previous employers 25 years ago and even though I didn't totally understand what he and his colleagues were trying to teach us we were able to develop our plant culture to achieve better business results in a very warm and nurturing work environment. As I better understood what cultures were all about, I have seen how powerful developing human relationships, particularly between

management and employees, can be in creating high achieving teams. It's the application of one of Colin Powell's leadership tenets that the art of leadership accomplishes what the science of management says can not be done. It's leadership that can create that high performing team culture.

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