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Culture Trumps Strategy - Achieving High Performance Through People

David Smith

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David Smith : Culture Trumps Strategy - Achieving High Performance Through People before purchasing it in order to gage whether or not it would be worth my time, and all praised Culture Trumps Strategy - Achieving High Performance Through People:

This is David Smith's much requested second business book, which utilises his 7 principles of building a high performance culture. In this book, David has interviewed numerous CEOs and discusses how they have developed high performance cultures. His storytelling brings the subject alive, and the lessons of the book are practical, simple and arresting. There is a body of evidence to suggest that 'switched on' leaders are producing great results from cultural stimuli. David has made his book deliberately shorter than his first, since he recognises that busy people, in the age of Twitter, have limited time to read.