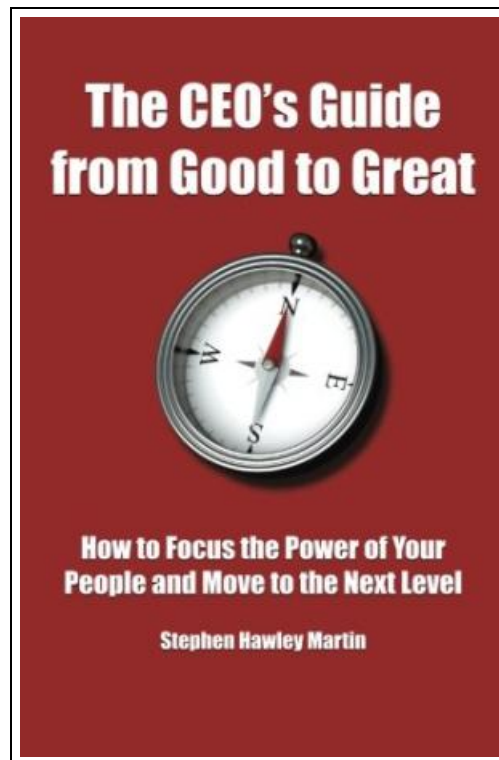


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Createspace, United States, 2015. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.If you re like most leaders, you d like to take your organization to the next level. Perhaps you have a clear vision. Maybe you would like to have one, but it s slightly out of focus. Either way, a major obstacle standing between where you are and where you d like to be is that there never seems to be enough time. As the perennial question goes, how can you drain the swamp, if you are up to your you-know-what in alligators? Now there s a way to create the vision and to free the time. Stephen Hawley (Steve) Martin, a former principal and Senior Vice President in charge of client planning and strategy development at The Martin Agency explains how in this book. A student of business and a strategic thinker and writer, he has authored and ghostwritten sixteen books, many on management topics such as lean enterprise, lean manufacturing, product development, process based management, and advertising. He has worked with many business leaders to help them take their companies to the next level. Steve lays out a system for creating a vision and a way to bring it into reality. It s a methodology comprised of a few simple rules involving scorecards, action registers, and interlocking teams. Once instituted, everyone will know what he or she must do to succeed personally, as well as what has to be done for the organization to succeed.



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