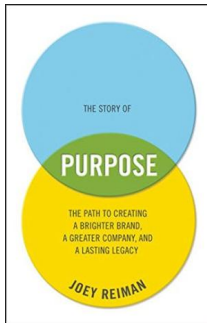


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THE STORY OF PURPOSE: THE PATH TO CREATING A BRIGHTER BRAND, A GREATER COMPANY, AND A LASTING LEGACY (HARDBACK)



John Wiley Sons Inc, United States, 2012. Hardback Condition: New. 1. Auflage. Language: English. Brand New Book A proven methodology for building a purpose-powered organization Some ideas are bigger than others, and the Master Idea your company s purpose is the biggest. Whether addressing communication between leadership and associates, suppliers to manufacturers, sales force to customers, or brand to consumers, The Story of Purpose details a proven methodology for businesses, small to large, how to build a purpose-inspired organization..

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- Authored by Joey Reiman
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