

<<结果法则！>>

图书基本信息

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内容概要

In a competitive environment in which products and services are frequently interchangeable, what sets a great business apart from the competition? Everyone shares the same tactics, the same buzzwords, and the same technology, so why do some businesses consistently dominate their competitors? The answer lies in intangibles—the factors broadly defined as the organization's culture. Over the course of his twenty-plus years as a business performance consultant, Randy Pennington has learned two vital truths about the most successful companies: they never lose focus on results, and they always create a compelling organizational culture that engages all employees in the company's mission. These intangibles are what separate truly great companies from everybody else—and lead to consistent results. Results Rule! provides principles and strategies for building a remarkable organizational culture that will make you the standard by which the competition is measured. Applying its lessons will enable your organization to execute more effectively, engage all staff members in every project, and quickly respond to competition and changing markets. The right culture can make all the difference. It will help you and your people focus on the fundamentals of your business; create better, more effective partnerships and teams; and encourage everyone to do what's best for the company rather than what's easiest for them. Pennington not only shows you how to create this culture, but gives real-world examples of people and companies who excel at getting results. You'll see what works for major organizations like Southwest Airlines, Wal-Mart, and GE, as well as smaller, less well-known companies that lead, innovate, and get results in their own industries. Delivering results ultimately comes down to choices, and Pennington provides the six principles you need to make and implement the right choices for long-term consistent results. An endless number of books claim to solve your business's problems with the latest buzzwords and overhyped methodologies. Those books might make you feel better about yourself, but they probably won't make you feel any better about your business. The secret to success is simple: results rule! If you want to build a business that gets results, start here.

书籍目录

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