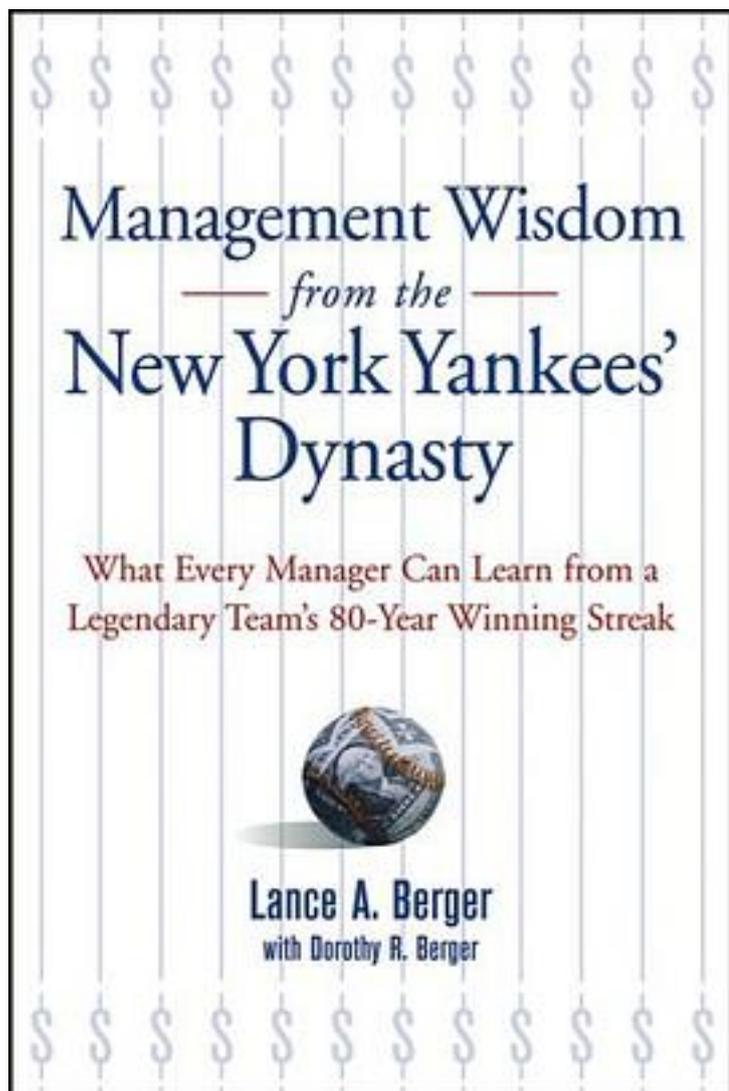


Management Wisdom From the New York Yankees' Dynasty



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Since the 1920's, the New York Yankees have become the most successful sports franchise in history because of the way they manage their talent and their organization. So how do they do it? The Yankees' sustained success can be traced to 14 core management principles, applicable to any business operating today. These principles embrace cultivation of home-grown talent, creation of a culture that demands excellence, pursuit and introduction of the most talented players from outside the organization, promotion of a diversified workforce, and utilization of a productive farm system as currency in making talent deals.

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