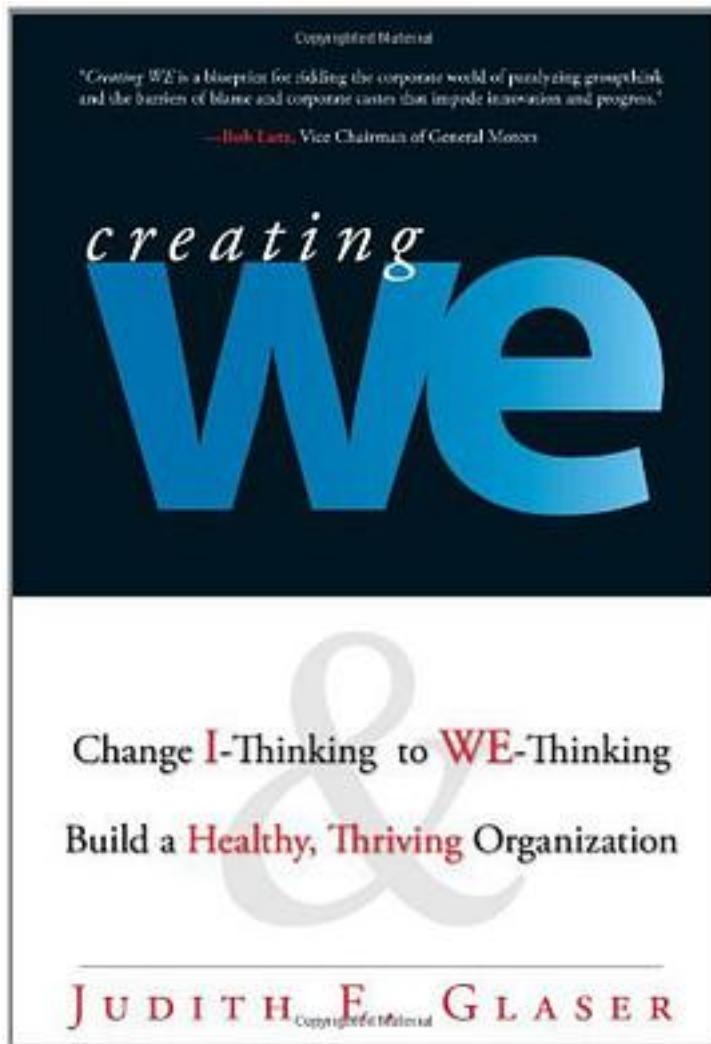


# Creating We



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These seemingly innocent pronouns have the power to stymie growth and erode unity within companies of all sizes. "Creating WE" goes to the root of the problem, showing how noncollaborative "I-centric" work environments doom companies to failure. "Creating WE" shows companies how to break the negative communication patterns that keep them from achieving breakout success. This book is for any business that has been acquired, merged, restructured, downsized - or, in the midst of rapid growth and expansion, is unable to maintain the sense of unity it once had. By creating Glaser's revolutionary "WE" culture, everyone works toward the same common goal, turning the selfish, self-serving pronouns "they," "them," "their," and "I" into the magical word WE and achieving unparalleled results.

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