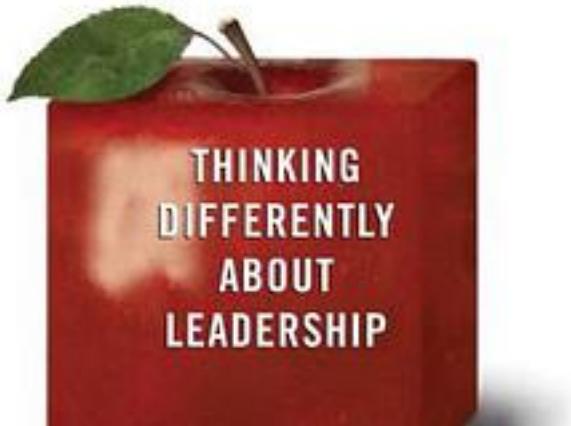


Apples Are Square

Susan Smith Kuczmarski & Thomas D. Kuczmarski

The 6 Critical Values That Are
Changing the Way We Lead and Succeed

Apples —ARE— Square



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著者:Susan Kuczmarski

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在线阅读本书

Your 7-step prescription for creating a compassionately competitive work culture For centuries, leaders have been operating within a “control and compete” mindset. But times are changing. More and more, at the helm of successful companies, you’ll find a different sort of leader. Collaborators, not controllers, they are “square apples,” bold men and women who dare to create success by reshaping the workplace in unexpected ways. In *Apples Are Square*, innovation consultants and celebrated authors Dr. Susan Smith Kuczmarski and Thomas D. Kuczmarski share with you the secrets of how to become a square apple in your organization. To develop their groundbreaking strategy for success, the authors interviewed dozens of leadership pioneers, including Craig Newmark, founder of craigslist; Mary Ellen Weber, former NASA astronaut; and NFL star Chris Zorich, whose personal story inspired the title of this book. With the tools in *Apples Are Square*, you’ll be able to take any bruised environment and reshape it into a positive force.

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