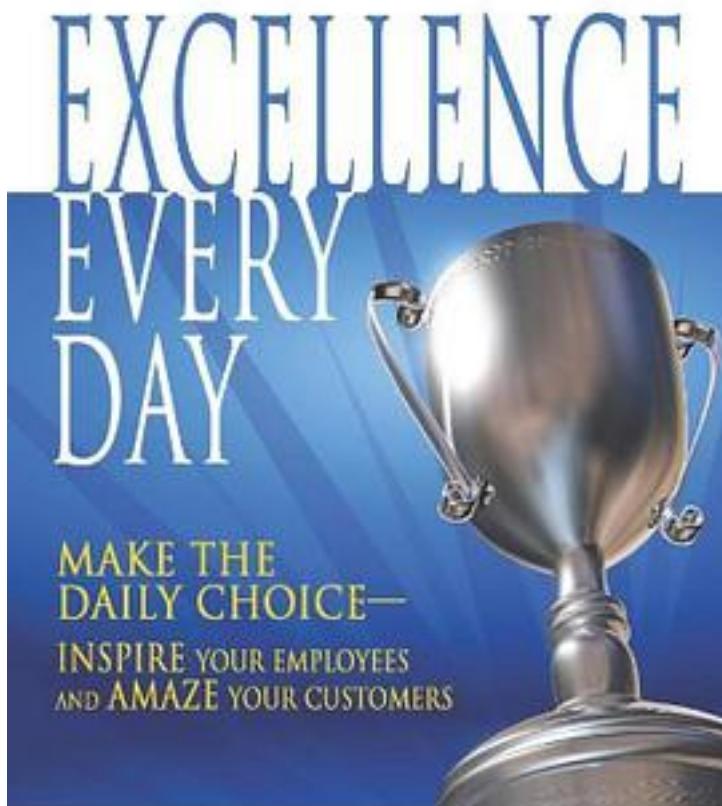


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Addressing all levels of the corporate ladder, from customer service to the CEO, this business-savvy handbook explores "The Excellence Myth," revealing a new philosophy of excellence to help individuals and organisations reach their performance potential. Including both personal anecdotes as well as the results of a 23,000-participant study, the book details the keys to expanding leadership skills, improving employee satisfaction and job performance, and securing customer loyalty. The guide also explains how making "The Daily Choice" will empower employees to reach new heights of excellence, creating delightful customer experiences and achieving results from the bottom up.

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