

# The Campaign



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著者:Mourkogiannis, Nikos

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In the much-anticipated follow-up to his landmark business book *Purpose*, Nikos Mourkogiannis illustrates how leadership ideas can be put into practical action through top management teams. He addresses group dynamics, specifically in the context of big company campaigns and goals. Drawing on examples from multiple industries, he shows how companies can best achieve their goals. He dispenses with the old model of the lone CEO who sweeps in and recreates a company. Instead, he argues that an organization must remain flexible, creative, even improvisatory, and that it must empower its members, committing them to a common goal and investing them in a shared purpose.

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