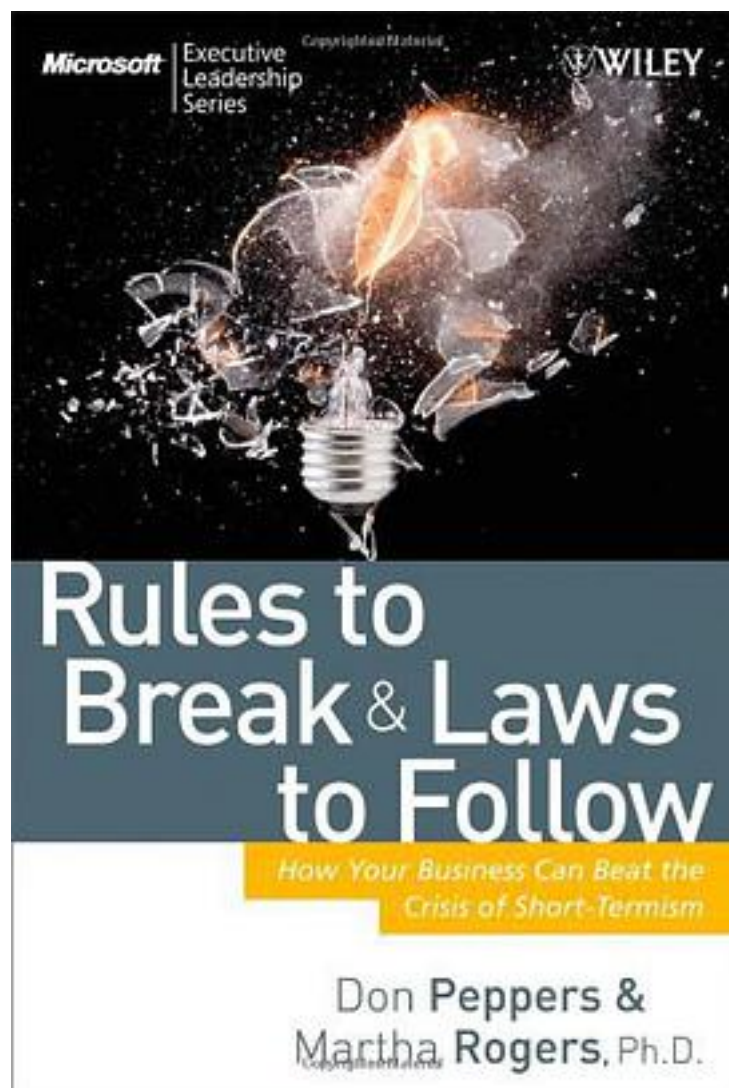


Rules to Break and Laws to Follow



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出版者:

出版时间:2008-2

装帧:

isbn:9780470227541

Praise for Rules to Break & Laws to Follow: How Your Business Can Beat the Crisis of Short-Termism

"A fascinating, highly readable synthesis of business principles, technology, sociology and common sense, Rules to Break and Laws to Follow persuasively shows the connection between customer trust and business profits, and then explains how to make it happen. As a bonus, you'll learn how to make your company more innovative, how to ensure your employees actually enjoy what they're doing, and how to deal with the kinds of service and quality breakdowns that occasionally plague any company, even a well-managed one. This book should be on your required reading list."-Stephen M. R. Covey, bestselling author of The Speed of Trust: The One Thing That Changes Everything

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