

Fish! Sticks



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著者:Stephen C. Lundin

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The phenomenal international bestseller "Fish!" told the story of a fictional company that transformed itself by applying lessons learned from Seattle's Pike Place Fish Market. The follow-up "Fish! Tales" told of real-life companies that boosted morale and improved results by implementing these same principles. Now, following the huge success of these motivational titles, comes the latest inspiring addition to the series: "Fish! Sticks". In this new, stimulating volume, the authors teach us how to effect change in our business and make it stick through tough and changing times such as turnover in management and staff. With the appealing, readable style which makes the Fish philosophy so accessible, "Fish! Sticks" shows us how to keep our work vital, alive and fresh, while maintaining those innovations that really work for your company.

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