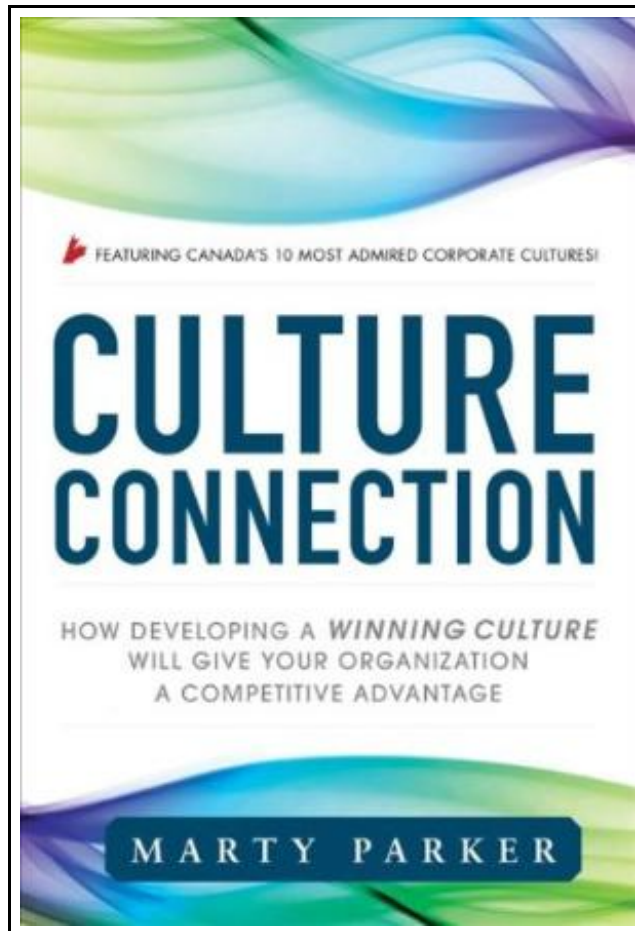


Culture Connection: How Developing a Winning Culture Will Give Your Organization a Competitive Advantage



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Reviews

Merely no terms to spell out. We have read through and i also am confident that i will gonna read yet again again in the future. You will not sense monotony at anytime of your own time (that's what catalogs are for about should you question me).

(Pasquale Larkin I)

CULTURE CONNECTION: HOW DEVELOPING A WINNING CULTURE WILL GIVE YOUR ORGANIZATION A COMPETITIVE ADVANTAGE



McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 224 pages. Dimensions: 9.2in. x 6.1in. x 1.1in. Great companies, focused on long-term value creation, recognize that a deeply rooted, sustainable culture is the foundation of success. It is an asset to be managed like any other. Marty Parker has long understood this, and Culture Connection offers a blueprint to create, nurture, protect, and grow this most essential asset to a level of competitive advantage. Its a leadership must-read. MICHAEL MCCAIN, president and CEO, Maple Leaf Foods Marty Parker has captured a compelling collection of corporate culture insights and learnings in this book, making it a great tool for leaders at all levels in profit-based, charitable and government organizations alike. Marty truly gets it that culture is the ultimate competitive advantage. DARREN ENTWISTLE, president and CEO, TELUS Corporationp This is perhaps the best book I have read on why a winning corporate culture is critical in todays competitive global marketplace. . . . Culture Connection is a must-read for any current or future business leader or owner, and it will become a must-read for our leadership team. DAVE MACKAY, president, Ceridian Canada Ltd. Marty Parker has developed a practical and insightful guide to establishing a company culture, enforcing it, and ensuring it endures for the long term. This has been a fundamental element of our success at Four Seasons and now companies everywhere can learn how adhering to a strong set of core values can bring tremendous rewards. ISADORE SHARP, founder and chairman, Four Seasons Hotels and Resorts Marty is one of Canadas leading executive recruiters and an expert in culture. . . . This is a very insightful read and the takeaway from Martys interviews with leading North American executives is outstanding. DON BABICK, director, Torstar Corporation; former president and publisher, National Post...



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