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## A Culture of Purpose: How to Choose the Right People and Make the Right People Choose You (Hardback)

By Christoph Lueneburger

John Wiley Sons Inc, United States, 2014. Hardback. Book Condition: New. 231 x 155 mm. Language: English . Brand New Book. How innovative leaders create meaningful cultures that attract and retain top talent Building a culture of purpose is one of the greatest challenges facing modern leaders, as today's best minds are looking for meaning, not just jobs. More than any other single factor, cultures of purpose power winning organizations, attracting the smartest, most creative, most passionate talent. For leaders building cultures of purpose, the commercial pursuit of sustainability provides the most reliable blueprint. While sustainability has been commonly misconstrued as a description of a set of problems, Christoph Lueneburger shows that it is really a solution to problems, capable of inspiring people and forging cultures. Sharing his exclusive, in-depth dialogues with chief sustainability officers, CEOs, and board chairmen, Lueneburger reveals how sustainability works at places where it works best, including Chrysler, Unilever, TNT, Walmart, and Bloomberg. Featuring a clear three-phase process that helps leaders assess the talent needed to develop organizations characterized by energy, resilience, and openness, A Culture of Purpose offers leaders the right questions to ask in order to: \*Tap and Nurture Your Current Corporate Strengths: Learn...



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