



Understanding Business: The Logic of Balance (Paperback)

By Gary Moreau

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Building and managing a large corporation on values such as honor, integrity, obligation, and trust may seem antithetical to achieving and sustaining business success. But if you want to engage your most critical stakeholders-your employees-at the highest level, those are exactly the values you must leverage and prioritize. It s not that companies ignore what seasoned business leader Gary Moreau calls the soft tools of business management. However, in placing more emphasis on the measurable tools of development and growth, such as quantitative marketing and financial modeling, executives tend to make the soft tools secondary when it comes to achieving their business goals. And without the real trust of those who do the work, companies won t grow in a sustaining way. In his latest book in the Understanding series, Moreau shows business leaders-especially those just starting out-how to establish real trust with those they lead and create an environment that is inclusive and appreciative of diversity, from culture and gender issues to leadership styles. Understanding Business: The Logic of Balance shows you how to balance soft tools with popular, measurable...



[READ ONLINE](#)
[6.94 MB]

Reviews

A must buy book if you need to adding benefit. Of course, it is actually perform, still an interesting and amazing literature. I am delighted to explain how this is basically the best book i actually have read through during my individual life and may be he best book for at any time.

-- Jarod Bartoletti

It is an remarkable pdf that I actually have actually read. It really is packed with knowledge and wisdom I am very happy to tell you that this is the finest ebook i actually have go through during my very own life and may be he very best book for actually.

-- Hailey Jast Jr.