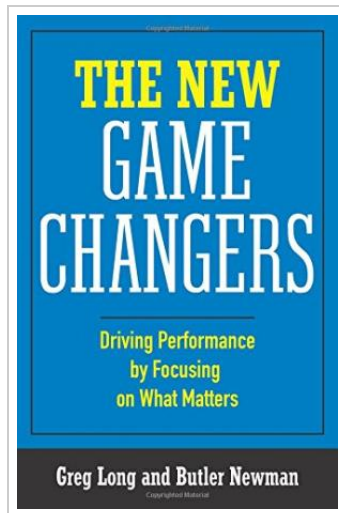




The New Game Changers: Driving Performance by Focusing on What Matters (Hardback)

By Butler Newman, Greg Long

Third Bridge Press, 2015. Hardback. Condition: New. Language: English . Brand New Book. As the business environment grows ever more complex and new competitors enter the market, the demands on leadership change. Conventional approaches won't cut it any longer. The New Game Changers tells the story of Aimee Martin, who rejoins her former company to turn around slumping sales. The sales training initiative that was implemented while she was away came highly recommended, but it was not well received by the frontline staff. And now the new head of marketing is proposing yet another initiative--a slick digital sales campaign. The trouble is, Aimee realizes, these approaches focus on the wrong things. Aimee's realization launches her on a quest that leads to her discovery of four essential strategies that help her focus on the outcomes that make a real impact and transform her leadership. The result: a winning team and business success! The New Game Changers is an easy-to-understand guide that teaches you a new way of thinking that will help you take your team and your organ.



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