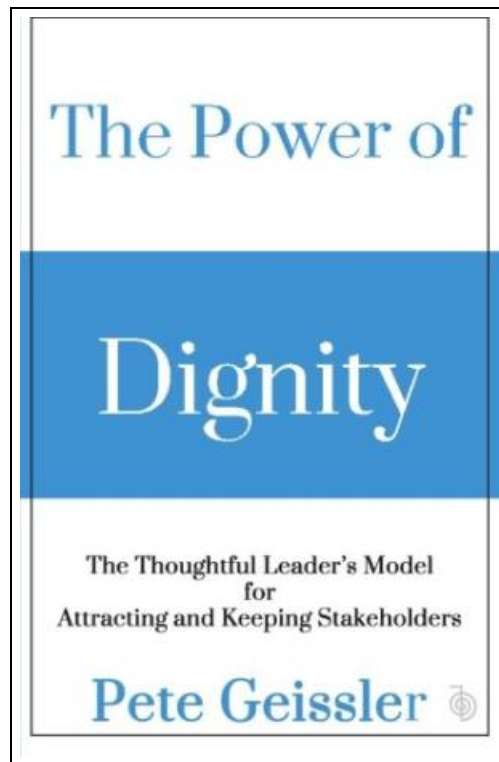


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THE POWER OF DIGNITY: THE THOUGHTFUL LEADER S MODEL FOR ATTRACTING AND KEEPING STAKEHOLDERS (PAPERBACK)



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Createspace Independent Publishing Platform, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Snapshot, reviewers comments: A must-read for managers who want to reap the many rewards of dignity.a wonderful, much-needed book.a new and innovative approach to management style.forthright, refreshing, a valuable self-improvement tool.the words flow beautifully. Excerpt: Employees, customers, and other stakeholders are far more than every business s most important assets; they are the source of all other assets. Treat them with the dignity they deserve and prosper financially and socially. That is the premise for this book. I discovered it-I know, much has been written about the importance of people within and around any business. But, as far as I can determine, nobody has explained their importance as the source of all other assets, although I think that the concept is universally true. I had my aha moment in the early 2000s as I was writing all sorts of corporate gargle-my endearing euphemism for marketing communications and public relations-- that paid lip service to the premise. Then I realized that many firms, including some that I consulted with, demean their sources assets and it has hurt and destroyed many lives, including several friends . Examples abound:

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