

Managing by Values: A Corporate Guide to Living, Being Alive, and Making a Living in the 21st Century

S. Dolan, S. Garcia, B. Richley



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This book develops a new framework, Management by Values (MBV), for strategic and competitive advantage. Through its step-by-step guide to implementation, it serves as a necessary strategic leadership tool whose practical application will mine market potential through its relevance to individual organizational members.

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