



Say it and Live it

By Patricia Jones, Larry Kahanner

Bantam Doubleday Dell Publishing Group Inc, United States, 1998. Paperback. Book Condition: New. 214 x 169 mm. Language: English . Brand New Book ***** Print on Demand *****. Say It And Live It is the first collection of provocative, passionate, and intelligent corporate mission statements -- the most powerful and popular managerial tool in business today. A corporate mission statement is the most dramatic presentation of a company's vision and its goal. No other document -- annual report, press release, news article, statement from the board of directors -- tells us more about a company's values and ethics than a mission statement. Companies know that if they write it down, they will have to live up to it -- so they devote months, even years, the energy of people from the CEO on down, and significant sums of money to crafting them. Say It And Live It is the only source of information for the many business people who are presently writing their own mission statements. In it, authors Patricia Jones and Larry Kahaner show that industry leaders are frequently corporations that truly live their mission statements. Some of the winners include: Avis, Ben Jerry's, Boeing, Citicorp,...



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