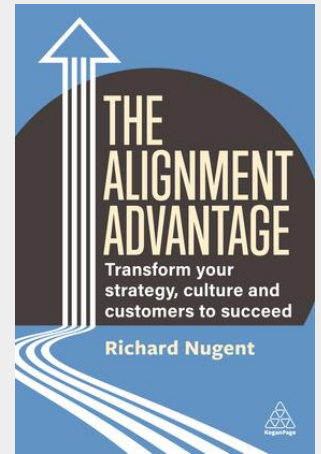


Nugent

The Alignment Advantage

Transform Your Strategy, Culture and Customers to Succeed

Strategy, culture and customers are the key elements of any business. But to truly succeed, they need to be effectively built, refined and aligned. Studies show that organizations which are highly aligned are 72% more profitable than their competition. The Alignment Advantage shows how you can achieve this through a practical and proven framework which can be adapted to all businesses, whether it's a small start-up, multinational organization or somewhere in between. Arguing that Simon Sinek's "start with why" approach is compelling yet flawed and Peter Drucker's claim that "culture eats strategy for breakfast" is a myth, Richard Nugent creates a clear, accessible blueprint for a more successful, collaborative and efficient organization. Illustrated with fascinating case studies from the likes of LEGOLAND, Wagamama and The Empire State Building, The Alignment Advantage cuts through organizational silos and inter-departmental tensions to provide an aligned and strategic approach that will allow you to build your success, refine your processes and align your efforts to target your customers and clients.



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