The Culture Blueprint Version 1.0. the Step-by-step Guide to Shift and Design Your Company's Culture. By Robert Richman

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It's not the market, it's not the economy, and it's certainly not strategy. It's CULTURE that drives success. The Culture Blueprint shows you how to revolutionize the culture in any organization. As co-creator of Zappos insights, Robert Richman shared the Zappos Family's secrets of success with the world. After studying and consulting with the best corporate cultures, Robert now shares a step-by-step guide for creating a compelling vision, aligning your teams, and delivering world class service. You'll find out how to turn everyone into an A-Player, and create a lasting culture minimizes the need for management. Most importantly, it's fun. If you design a culture that runs your organization, you can focus on your highest leverage activities as a leader, and take your company to the next level. Praise for the Culture Blueprint "Anyone into culture design needs to be examining this book carefully, because the author is a master of culture and cultural design patterns. It's an understatement to say this author is a master of culture design and implementation. The books provides ABC guidance that is immediately actionable in the form of dozens of useful and small hacks you can choose from and implement tomorrow- and get strong results." - Daniel Joseph Mezick, Author of the Culture Game "This book is one of the most interesting and comprehensive business guides I've ever read ... and I've read quite a few. I can't even imagine starting a business today, without Culture Blueprint by my side. Get your hands on it when it comes out! I personally guarantee you'll be glad you did." - Steve Dorfman, Chief Impeccability Officer at Driven To Excel, Inc. "Robert Richman is a world-class speaker and culture creator. To learn the innovation keys he developed, I highly recommend his leadership blueprint for success." - Cliff Michaels, Founder, CEO at Cliff Michaels & Associates, Inc.

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