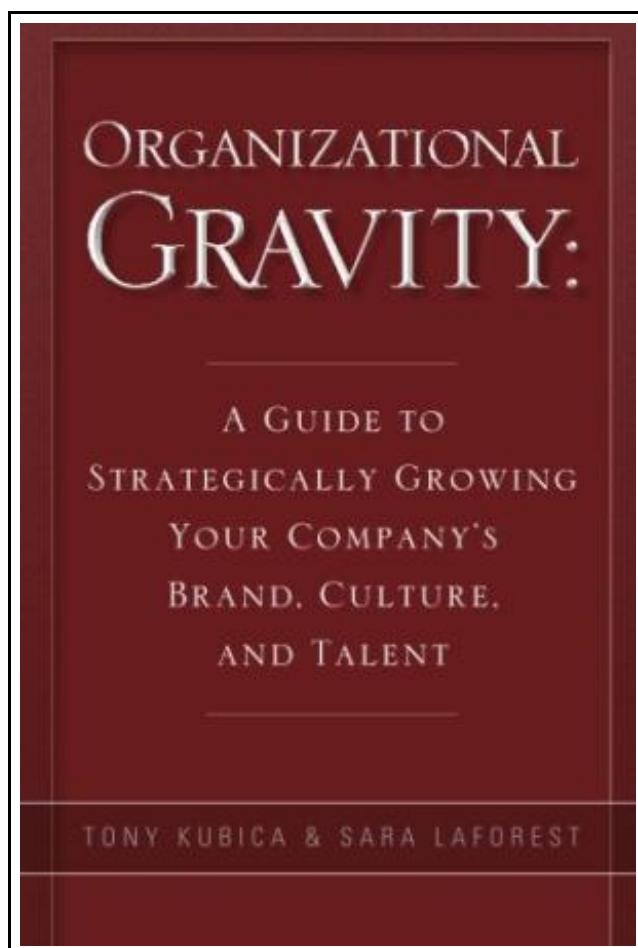


Organizational Gravity: A Guide to Strategically Growing Your Company's Brand, Culture, and Talent



Filesize: 6.06 MB

Reviews

It is one of my personal favorite publications. It is actually really fascinating through reading through period of time. It's been printed in an extremely basic way in fact it is just after I finished reading through this ebook by which basically transformed me, change the way in my opinion.
(David Weber)

ORGANIZATIONAL GRAVITY: A GUIDE TO STRATEGICALLY GROWING YOUR COMPANY S BRAND, CULTURE, AND TALENT

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Two-Headed RAM Productions, United States, 2013. Paperback. Book Condition: New. 228 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Organizational Gravity explores the fundamental elements of business success outside the traditional focus on product or service, sufficient capital, exemplary sales, and technology to grow your business. While those are critical elements to building and growing a business, this book provides an unconventional yet pragmatic approach to create a competitive advantage to keep your business on a growth trajectory. Working with organizations like yours, Tony Kubica and Sara LaForest found that the alignment of strategy, brand, culture, and talent is often missing as businesses work to grow beyond their prior successes and through the inevitable inflection points. In their years of work and achievement in helping leaders grow their business, they have created a compelling model for sustainable growth-Organizational Gravity. Their comprehensive, easy-to-read guide provides company owners and entrepreneurs with an actionable roadmap to bringing any promising enterprise to the next level. Organizational Gravity: A Guide to Strategically Growing Your Company s Brand, Culture and Talent lays out the four all-important factors that come into play when growing a business, offering best practices to make optimal use of each. These four fundamental elements are branding, culture, talent, and strategy. When integrated synergistically, they can work together as a highly effective model for sustainable company growth. For example, strategic branding, or the promise your company makes to the market, can create the kind of reputation that will draw both talent and customers to the business. Similarly, your company s culture fulfills that promise, supports the reputation, and creates an environment that is attractive to top talent. Put these together, and you have a framework for growth. The guide is divided into these four disciplines, analyzing each to...

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