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The Secret Sauce: Creating a Winning Culture

Kevin Graham Ford, James P. Osterhaus
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Kevin Graham Ford, James P. Osterhaus : The Secret Sauce: Creating a Winning Culture before purchasing it in order to gage whether or not it would be worth my time, and all praised The Secret Sauce: Creating a Winning Culture:

The authors call culture the secret sauce! Here authors Ford and Osterhaus describe the critical elements to culture that make a truly compelling organizational climate, providing organizations with the skills to develop the concepts of core

ideology, organizational code, infrastructure, and brand.