



Living Strategy (Paperback)

By Lynda Gratton

Pearson Education Limited, United Kingdom, 2015. Paperback. Condition: New. Language: English . Brand New Book. For corporate strategy to live and work, people have to understand strategy, and strategy makers have to understand people. They need a living strategy. This insightful book has been the publishing event of the last few months - and rightly so. . It s rounded off with a workbook - this makes an already reasonably priced book into even better value. If you want to tap into the current thinking and breathe life and purpose into people development, then make sure that you grab a copy. Training Magazine People are our most important asset , We are a knowledge based company , All we have is our people , are statements we increasingly hear, and statements which are all to often unsubstantiated by reality. For many people the actuality of organizational life is that they do not feel they are treated as the most important assets and they do not feel their knowledge is understood or used. The arguments for the central role of people can play in the creation of sustainable competitive advantage are compelling. Each of us has our own set of stories...



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