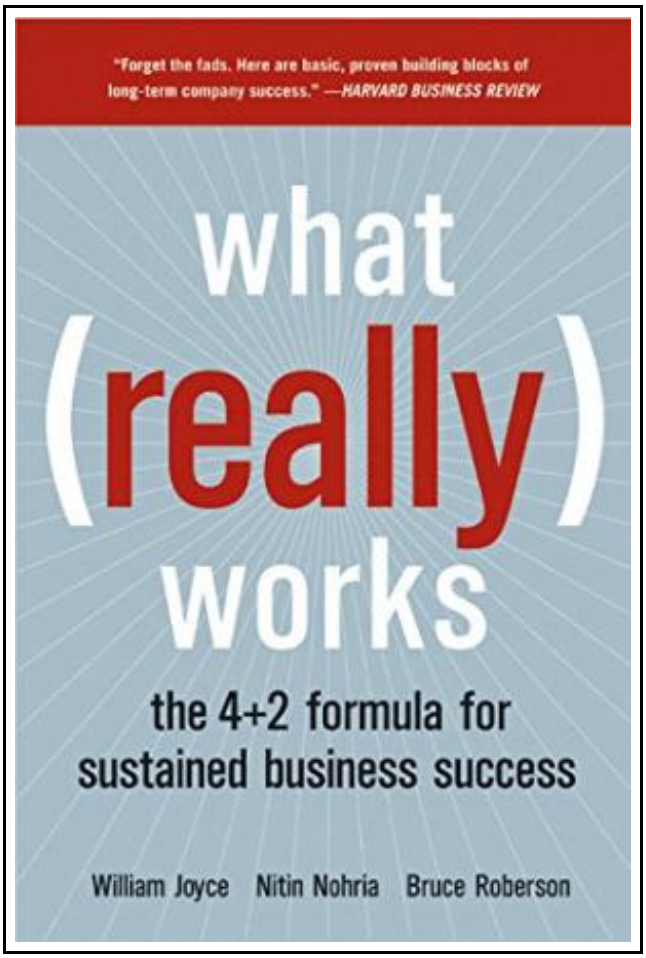
What Really Works: The 4+2 Formula for Sustained Business Success



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WHAT REALLY WORKS: THE 4+2 FORMULA FOR SUSTAINED BUSINESS SUCCESS

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HarperCollins Publishers Inc. Paperback. Book Condition: new. BRAND NEW, What Really Works: The 4+2 Formula for Sustained Business Success, William Joyce, Nitin Nohria, Bruce Roberson, Based on a groundbreaking study, analysing data on 200 management practices gathered over a 10 year period. Reveals the effectiveness of the 4+2 practices (4 primary and 2 of 4 possible secondary) practices that really matter -- the ones that, if followed rigorously, ensure sustained business success. With a new introduction by the authors. With hundreds of well-known management practices and prescriptions promoted by consultants and available to business, which are really effective and contribute to the growth and continued success of a company? Which do little or nothing? Based on the "Evergreen Project," a massive, 5 year study involving the business school faculties of ten universities, the authors set out to find the management practices that truly promote long-term growth and success. Their findings will revolutionize the art and practice of business management.The book shows that there are essentially six management practices that all successful companies must master simultaneously. They range from focusing on a strategy of growth to maintaining the depth and quality of human talent in the organization.

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