



The Company Culture Cookbook: 70 easy-to-use recipes to create the right climate inside your business

Kevin Thomson

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Great organizations are not the products of great individuals: they are the products of great cultures. Strong leaders may come and go, but great cultures endure. Simply put, when it comes to corporate culture, *The Company Culture Cookbook* is the ultimate "walk the talk" book. Kevin Thomson demonstrates exactly how to move beyond the soft issues of "hearts and minds," and focus on "real behaviors." He distills today's best techniques for building great cultures into 40 simple recipes, 20 key ingredients, and 17 core personality profiles managers can begin using immediately to achieve breakthrough results. These specific, proven steps are designed to ensure that everyone in your business is committed to your brand values and company objectives, and is innovating to achieve them.

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