

KEEPING CUSTOMERS

BEYOND

EMPOWERING EMPLOYEES

WORLD

SUSTAINING SUPPLIERS

CLASS

Building Character, Relationships, and Profits

Alan M. Ross

With Cecil Murphy

Resumo de Beyond World Class

Leading with people values is at the heart of companies that have moved "beyond world class." More than earning profits, cutting costs, or even making high-quality products, relationship building is a key component of extraordinary companies' long-term success.

When relationships matter most, companies rise to a whole new level-beyond world class-according to author and expert Alan M. Ross. Beyond-world-class leaders recognize the importance of integrity in dealing with people as the true bedrock of a company's success.

Attaching value to relationships with employees, customers, and suppliers enables companies to achieve the excellence and innovation that spell success. In Beyond World Class, leaders learn the process of "auditing" for people values, including how to: *Envision the future to create solutions for problems that are not yet visible.

*Redirect staff accountability to encourage the company to reach its fullest potential on behalf of the customer. *Implement six human-values principles that will transform any organization. Practical how-to combined with best practices case studies illuminate for CEOs, executives, and senior managers the strategies that drive organizational excellence.

Beyond World Class proves the benefits of incorporating employees, customers, and suppliers into a culture of character.

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