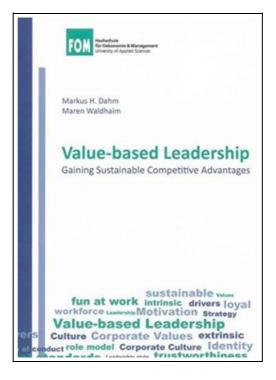
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Shaker Verlag Jul 2011, 2011. Taschenbuch. Condition: Neu. Neuware - The book describes the current situation of businesses between a sustainable corporate management and realizing short-term pro-fits. It illustrates the era of corporate scandals and explains the resulting need for trust in the economy. It characterizes the new generation of employees within a complex and highly dynamic environment. Furthermore, the competitive advantage of a loyal and motivated workforce during times of limited human resources is outlined. The analysis of the motivation factors - with a distinction between extrinsic and intrinsic - of the new generation of employees provides ideas for the optimal working environment for intrinsically motivated people. The book exposes the details of living in a corporate culture based on values. It emphasizes the aspects of trust, exchange of knowledge and the meaningfulness of work. Moreover, it stresses the significant role of the executives within the values-based leadership. It offers concrete recommendations for a cooperative and respectful relationship between the executives and the employees. 123 pp. Englisch.



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