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CHANGE TO STRANGE: CREATE A GREAT ORGANIZATION BY BUILDING A STRANGE WORKFORCE



Pearson Education (US). Paperback Book Condition: new. BRAND NEW, Change to Strange: Create a Great Organization by Building a Strange Workforce, Daniel M. Cable, To achieve sustained competitive advantage, you must create and deliver something that's valuable, rare, and hard to imitate-and you can't do that with a run-of-the-mill workforce. Your workforce needs to be strikingly different, obsessively focused on delivering on your unique value proposition. Compared with everyone else's workforce, your people need to be downright strange! This book...

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- Authored by Daniel M. Cable
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