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Purpose: The Starting Point of Great Companies is one of the rare books about leadership and business strategy that can fundamentally change how you view your business.

Tip: This book contains a fantastic appendix with Fifty Key Points for easy reference and review.

Purpose: The Starting Point of Great Companies: The ...

Mourkogiannis argues that companies must satisfy the need for purpose – a set of values that defines an organization and inspires and motivates its employees. Rather than organization and structure, ideas are what cause companies to go from good to great.

Purpose: The Starting Point of Great Companies - Nikos ...

In "Purpose", world-renowned thought leader Nikos Mourkogiannis turns the entire idea of leadership on its head and shows that the choice between values and success is no choice at all. Drawing on examples from across multiple industries, Mourkogiannis demonstrates how a strong purpose is the essential first step toward lasting success.

Purpose: The Starting Point of Great Companies by

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In Purpose, Nikos Mourkogiannis shows that companies have forgotten one of the most important aspects of strategy: a sense of purpose. Strategy is management's plan for a company, but Mourkogiannis argues that long before planning, companies must have purpose a set of values that defines a company and inspires its employees. Rather than organization and structure, such core ideas are what

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