



Everybody Wants to Go to Heaven: 6 Steps to Organizational Excellence

By Patrick McDonnell



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Excellence is a competitive advantage. Most books on achieving organizational excellence tell what to do. This book tells you how to do it. It provides a six-step program developed by the author in his 30-year career of directing and advising diverse organizations in effecting long term, substantive change. This book provides insights into leadership, communication, employee motivation, strategic planning, participative decision making, marketing, human resource management and staffing. The author's down-to-earth style, humor, anecdotes, questions, suggestions, summaries, lists and case studies make the principles accessible.

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