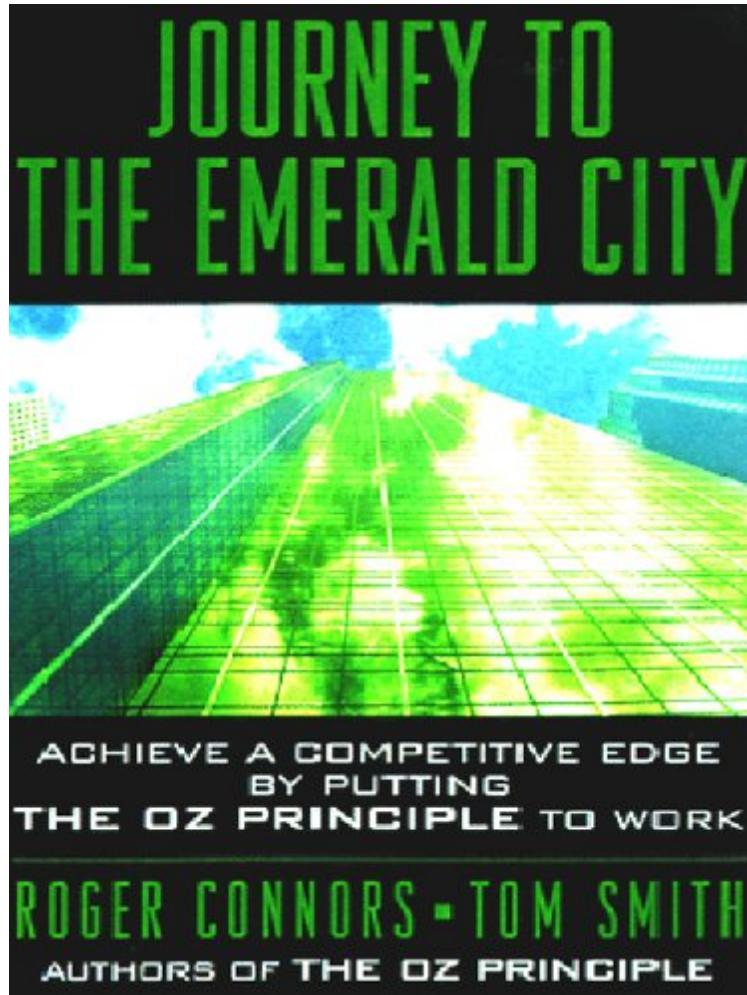


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Journey to the Emerald City

Roger Connors, Tom Smith

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Connors and Smith explore the direct link between a company's culture and the results it produces, providing a program to transform entrenched patterns into potent new ways of being and doing. Getting to the core of why people work as they do is a dynamic process demanding that leaders take control of the culture to create experiences that foster beliefs, drive actions, and produce the ultimate competitive advantage. Filled with success stories, the book introduces a step by step model to help people at any level of the organization take action that will alter the company's belief system in order to produce the desired results.