

Around the Corporate Campfire: How Great Leaders Use Stories to Inspire Success (Chinese Edition)



Around the Corporate Campfire: How Great Leaders Use Stories to Inspire Success is about the force of stories in modern organizations. We will be shown how the effective leaders use stories in their organizations and how to seize the stories of our own companies successfully and how to control their power and energy. Stories play a curing role in life. As inhabitants on the earth in 21st century, in the society, organizations and communities, we are experiencing a self-contradictory, rapid changing and more and more interdependent outer world. The outer world has many differences compared with our inner world. That is where the story works. True and reliable stories provide us with methods, opinions and ways of act to deal with the differences of the two worlds we are living in successfully.

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