



Spiral Dynamics: Mastering Values, Leadership and Change

Don Edward Beck, Christopher Cowan

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Spiral Dynamics introduces a new model for plotting the enormous economic and commercial shifts that are making contemporary business practice so complex and apparently fragmented. Focusing on cutting-edge leadership, management systems, processes, procedures, and techniques, the authors synthesize changes such as:

- Increasing cultural diversity.
- Powerful new social responsibility initiatives.
- The arrival of a truly global marketplace.

This is an inspiring book for managers, consultants, strategists, and leaders planning for success in the business world in the 21st century.



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