

<<重新想象>>

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内容概要

Years ago, Tom Peters revolutionized the world of training with the program In Search of Excellence. Now, he is doing it again. In this revolutionary program, Tom will show you how organizations are meeting the challenges of tomorrow - and achieving new levels of excellence.

You'll see how one company dealt with tremendous change and came up with an innovative solution that transformed their brand and the corporate culture. You'll see how another company is meeting the competitive challenges of tomorrow through constant innovation. You'll also watch great customer service and "WOW!" projects at work. Most importantly, you will learn how to train, lead, and motivate your employees to new levels of success. Tom delivers inspirational and thought provoking messages in this series of programs.

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作者简介

Tom Peters被称为“管理领袖中的领袖”，由于他在1982年出版的《追求卓越》（In Search of Excellence : Lessons from Americas Best Run Companies）使其成为“管理图书的开山鼻祖”，更因为其“古怪、反叛”的管理理论被称为“商业最好的朋友和最可怕的梦魇”。

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