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Lingua di pubblicazione	Inglese
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Nota di contenuto	chapter 1. The science of culture -- chapter 2. Ovation -- chapter 3. eXpectation -- chapter 4. Yield -- chapter 5. Transfer -- chapter 6. Openness -- chapter 7. Caring -- chapter 8. Invest -- chapter 9. Natural -- chapter 10. Joy = trust x purpose -- chapter 11. Performance.
Sommario/riassunto	For decades, alarms have sounded about declining engagement. Yet companies continue to struggle with toxic cultures, and the low productivity and unhappiness that go with them. Why is "culture" so difficult to improve? What makes so many good employees check out? Neuroscientist Paul Zak shows that innate brain functions hold the answers. It all boils down to trust. When someone shows you trust, a feel-good jolt of oxytocin surges through your brain and triggers you to reciprocate. This simple mechanism creates a perpetual trust-building cycle—the key to changing stubborn workplace patterns. Drawing on his original research, Zak teases out science-backed insights for building high-trust organizations. Trust Factor opens a window on how brain chemicals affect behavior, why trust gets squashed, and ways to consciously stimulate it by celebrating effort,

sharing information, promoting ownership, and more. The Ofactor™ survey, data, and examples support the action plans. Engagement programs and monetary rewards are Band-Aids on broken bones. To get to the root of the problem, you've got to go deeper. Packed with examples from The Container Store, Zappos, and Herman Miller, Trust Factor harnesses our neurochemistry to effectively cultivate work places where trust, joy, and commitment compound naturally.

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