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Sommario/riassunto	The desire to be seen as a Very Important Person (VIP) is one of the driving factors behind humankind's professional, societal, and spiritual aspirations. In Being a True VIP, management scholar and author Eric H. Kessler illustrates the nature of importance and how it relates to our success as employees and individuals. Through a clear and focused theoretical framework, he follows the paths that lead to importance, who determines it, and how it affects employee engagement and performance. Readers will be able to understand, personalize, and apply these lessons to manage themselves and others to be true VIPs.