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Sommario/riassunto

The Chief Engagement Officer explores a management philosophy which recognises the value of opening up decision making to the right groups to improve the quality of decisions and change, accelerate execution and broaden ownership; in other words, engage employees. John Smythe asks what the concept of engagement means for employer and employee; tests whether and how it is different from internal communication and provides a practical framework for those who want to engage colleagues but need advice based on applied experience.

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