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Sommario/riassunto	From one of the most respected names in business and leadership, a rare look at the specifics of how great leaders achieve ""common purpose"" and success within their organizations. What is common purpose? It is that rare, almost-palpable experience that happens when

a leader coalesces a group, team or community into a creative, dynamic, brave and nearly invincible we. It happens the moment the organization's values, tools, objectives and hopes are internalized in a way that enables people to work tirelessly toward a goal. Common purpose is rarely achieved. But Kurtzman has o
