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Collana	Microsoft executive leadership series
Altri autori (Persone)	RogersMartha <1952->
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Nota di contenuto	Rules to Break and Laws to Follow; Contents; Chapter 1: False Assumptions; Chapter 2: "Value" Is the New "Profit"; Chapter 3: Customers Are a Scarce Resource; Chapter 4: In the Long Term, the Good Guys Really Do Win; Chapter 5: Increasing the Value of Your Business; Chapter 6: Culture Rules; Chapter 7: Capitalism Redux: Greed Is Good, But Trust Is Even Better; Chapter 8: Customers and Honeybees; Chapter 9: Oops! Mistakes Happen: Recovering Lost Trust; Chapter 10: Innovate or Die; Chapter 11: Order and Chaos; Chapter 12: The Wisdom of Dissent; Chapter 13: Engaged and Enabled Chapter 14: Leaders Needed. Inquire Within Notes; References; Index
Sommario/riassunto	Praise for Rules to Break & Laws to Follow: How Your Business Can Beat the Crisis of Short-Termism ""A fascinating, highly readable synthesis of business principles, technology, sociology and common sense, Rules to Break and Laws to Follow persuasively shows the connection between customer trust and business profits, and then explains how to make it happen. As a bonus, you'll learn how to make your company more innovative, how to ensure your employees actually enjoy what

they're doing, and how to deal with the kinds of service and quality  
breakdowns that occasionally

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