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Autore	Cartwright Talula
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Altri autori (Persone)	BaldwinDavid Bryan
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Sommario/riassunto	A vision has to be shared in order to do what it is meant to do: inspire, clarify, and focus the work of your organization. One part of your job as a leader is to create commitment to your organization's vision. In order to do this, you have to communicate the vision effectively. In this guidebook we suggest many ways to communicate a vision. We also discuss how to deal with a resistant audience and what to do in the event that you yourself are resistant. You'll learn how to communicate a vision to others in ways that will help them understand it, remember it, and then go on to share it themse

