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Titolo	Communication in poultry grower relations : a blueprint to success // Larry Cole
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Nota di contenuto	Communication in Poultry Grower Relations; Contents; Acknowledgments; Introduction; Chapter 1; Where We Are Is from Where We Came; Chapter 2; Inverting the Pyramid; Chapter 3; Creating a Grower-Relations Corporate Culture; Chapter 4; Moments of Truth: The Keys to Successful Working Relationships; Chapter 5; Growers Speak to the Issue of Creating the Ideal Company-Grower Working Relationship; Chapter 6; Knowing What Needs to Be Known; Chapter 7; Making Decisions Closer to the Grower; Chapter 8; Implementing the WOW! Factor; Chapter 9; Building Better Bridges on the Way to Grower Relations Chapter 10Leading Change; Chapter 11; Integrating the Parts to Make the Whole; How to Contact the Author; Appendix A Grower Relations Survey; Appendix B Delmarva Survey; Appendix C Flock Services Report; Appendix D Excellence in Grower Relations; Appendix E What Can Be Done to Create a WOW!?!; Appendix F Poultry and Environmental Dialogue
Sommario/riassunto	Communication in Poultry Grower Relations shows a process used to continuously improve the working relationship between integrators and

their growers. A special feature is the "how to" format in which this book details the relationship process so a company and its growers can implement the procedures discussed. The book also provides a comprehensive discussion on the dynamics associated with corporate culture changes. The reader will learn how to manage the resistance associated with each of the five phases of change to successfully implement the improvements in the company-grower
