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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