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Nota di contenuto	Cover; Contents; The Dare-to-Serve Leader; PART ONE: HOW TO DRIVE SUPERIOR RESULTS; ONE: Whom will we serve?; TWO: What is the daring destination?; THREE: Why do we do this work?; FOUR: How will we work together?; PART TWO: HOW TO BECOME A DARE-TO-SERVE LEADER; FIVE: Choose to Serve; SIX: Be Bold and Brave; SEVEN: Have Clarity of Purpose; EIGHT: Avoid the Spotlight; Call to Action; Dare-to-Serve Reflections; Notes; Acknowledgments; Index; About the Author
Sommario/riassunto	Cheryl Bachelder joined an ailing restaurant chain and turned it into the darling of the industry-by daring to serve the people in her organization well. When Bachelder was named CEO of Popeyes in the fall of 2007, guest visits had been declining for years, restaurant sales and profit trends were negative, and the company stock price had dropped from 34 in 2002 to 13. The brand was stagnant, and relations between the company and its franchise owners were strained. By 2014, average restaurant sales were up 25 percent, and profits were up 40 percent. Popeyes' market share had grown from 14 percent