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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The vision statement and other building blocks -- Vision statement impact -- Effective vision statements -- The five stages of vision statement development -- Stage 1: the uncommunicated vision -- Stage 2: the unstated yet acted upon vision -- Stage 3: the formally stated vision -- Stage 4: the refined vision statement -- Stage 5: the revisited vision statement -- Communicating the vision statement -- The role of charisma in communicating the vision statement -- Implementing the vision statement.