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Nota di contenuto	Teamwork in Poultry Production; Contents; Foreword; Acknowledgements; Part 1. Personal Improvement; 1. Beginning at the Beginning; 2. Smart Employees and Growers Are People Smart; 3. Getting to Know the Real Me; 4. Willing to Change; 5. Being a High-Performance Human Being; Part 2. Being People Smart; 6. Project Self-confidence Confidently; 7. Introducing Change Can Be Easier than You Think; 8. Being Friendly; 9. Words Do More than Talk; 10. Your Physical Appearance Also Talks; 11. Speaking of Talking, Let's Talk; 12. Communicating through Respect 13. Putting the Magic Ingredient of Trust to Work for You 14. Teamwork on the Farm; 15. Promoting Each Other's Self-Esteem; 16. Fairness Is the Only Rule; 17. Writing Service Reports That Encourage Cooperation; Part 3. Conflict Resolution; 18. Remaining Calm in the Eye of Conflict; 19. Putting Strategies to Manage Conflict to Work; 20. Working Differently with Different People; 21. Working with Difficult People Made Easier; Part 4. Nonverbal Behavior Talks Loudly; 22. Talking with Your Behaviors; Part 5. Conclusion; 23. The Farm Is the Natural Classroom; How to Contact the Author

## Sommario/riassunto

Today more than ever before in the history of the poultry industry there is a concerted effort to improve the working relationship between the grower and the integrator. Teamwork in Poultry Production picks up where Larry Cole's previous book, Communication in Poultry Grower Relations, left off. While the first book concentrated on organizational improvement, this book focuses on the specific interpersonal skills needed in the industry to create a synergistic working relationship—a topic which, until now, has been largely ignored. Written in a down-to-earth training style

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