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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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