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Conscious Business

By Fred Kofman

SOUNDS TRUE INC, United States, 2006. CD-Audio. Condition: New. Abridged edition. Language: English . Brand New. More and more business leaders are catching on to an often overlooked fact: consciousness is our basic faculty for survival and success. Without it, we forget what is important to us and lose sight of the steps we might take to reach those goals. Conscious business, explains Fred Kofman, means shining this awareness on every area of your work: in recognizing the needs of others and expressing your own in seeing the hidden emotional obstacles that may be holding your team back in making good decisions under pressure, and even in delving into such spiritual questions as Who am I? and What is my real purpose here? In Conscious Business, this visionary teacher and consultant to Google, Microsoft, Yahoo! and other leading companies presents the complete training manual in the breakthrough techniques he has shared with over 20,000 executives on four continents, including: Unflinching integrity, the key to success beyond success Why culture, not know-how, is the best place to first focus a company s improvement efforts and how to pull it off Right leadership, and how it translates into making more money A...



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