

Empowered:Unleash Your Employees,Energize Your Customers,and Transform Your Business (Chinese Edition)

Josh BernoffTed Schadler

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The book tells how to achieve company transformation by encouraging corporate heroes. The book is aiming to help enterprises understand the question correctly and accept and encourage staff innovation bravely. In the authors view, there is a universal truth hiding in hero-type enterprises, which is there is a heroic contract between hero staff, managers and IT department. Under this contract, hero staff put forward better innovative solutions for customer needs; managers make policy for encouraging staff innovation experiments; IT department is to transform traditional concepts, ensure and support the security implementation of innovation project.



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