



Managing by Values: How to Put Your Values Into Action for Extraordinary Results

Ken Blanchard, Michael O'Connor

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The Fortune 500 list, defined by size and volume, is the current measure of success in the corporate world. This timely book suggests instead a "Fortunate 500" list, based on the quality of service available to customers and the quality of life accessible to employees. Managing by Values shows how all stakeholders in a company can win based on their commitment to a common purpose and a set of shared values emphasizing stability, continuity, and growth, all in an ethical context. More than a "must read," this book is a "must do" that shows organizations, owners, managers, and employees how to create and apply a plan to ensure they survive - and thrive.

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