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The Star Factor: Discover What Your Top Performers Do Differently - and Inspire a New Level of Greatness in All

William Seidman, Richard Grbavac

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The book’s proven Affirmative Leadership methodology has produced astonishing results for companies in a range of industries: The world’s largest semiconductor manufacturer doubled its accuracy rate for inventory management forecasting; and a top fast food chain dramatically reduced its employee turnover.

Supported by recent breakthroughs in neuroscience, including research on motivation, learning, and achievement, The Star Factor presents a sustainable, people-centered system to build a culture of greatness that starts with the stars and spreads to every corner and every level of the organization.

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