

<<驱动变革 Driving Change>>

图书基本信息

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内容概要

For the first time ever, one of the "World's Most Admired" companies opens its doors for a fascinating, lively, and most of all instructive look at how it does business. We see them everywhere -- those brown trucks with the golden logo, the drivers delivering their share of 14 million parcels handled daily. To most of us, UPS is a reliable fact of life. But to well-informed businesspeople, Big Brown is a company to emulate. Quietly and steadfastly, UPS has earned a reputation as one of the leading companies in America, known as much for its innovative practices as its skill in creating satisfied customers and employees. Just in time for the company's hundredth anniversary, UPS has allowed authors Mike Brewster and Fred Dalzell unprecedented access to their facilities, their workers, and their history -- including their mistakes. What emerges are clear-cut lessons from which any business can benefit. *Driving Change* is an enlightening, absorbing, and dynamic account of a company at the very fulcrum of global commerce.

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