



Walking The Talk

Carolyn Taylor

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In *Walking the Talk*, Carolyn Taylor provides a ground-breaking guide to all aspects of the crucial discipline of building an effective culture, showing readers how to lead, define, plan, analyse and capitalise on culture to transform themselves and their organisations. Divided into two halves, the first part of the book shows how a company culture is created and sustained (and the implications for company growth); the second half provides a practical step-by-step guide, covering everything you need to know about planning and implementing a culture programme in your business.

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