

The Six Value Medals - Edward De Bono

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Traditional thinking habits of businesses need to be greatly improved. Analysis and judgement are no longer enough to make important corporate decisions; you can analyse the past but you have to design the future. Corporate decisions depend on values. Disputes and conflicts often arise because of a clash of those values; each party in the dispute wants to pursue its own values, often at the expense of the other party. It is therefore essential that companies, managers and employees have a full understanding of the values of everyone involved to design a way forward that benefits all parties. From the bestselling author of How to Have a Beautiful Mind and Six Thinking Hats, this groundbreaking business book provides a basis for value assessment, an essential tool in decision-making for 21st century corporations. De Bono demonstrates that values come into all areas of thinking, behaviour and decision-making and outlines a framework to focus employees' attention on a variety of values including human values, organisational values, cultural values and perceptual values. By introducing a scoring system to rate different values as strong, sound, weak or remote de Bono helps readers to prioritise and make executive decisions that count. Author: De Bono, Edward Publisher: Ebury Digital Illustration: N Language: ENG Title: The Six Value Medals Pages: 00176 (Encrypted EPUB) On Sale: 2011-09-30 SKU-13/ISBN: 9780091894597 Category: Business & Economics : General

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