

Building a Better Business - book by Dr Patrick Dixon

[youtube:<http://www.youtube.com/watch?v=1W46VboitC0> auto]

“One of the most stimulating and challenging reads in this field for a very long time” Sir Digby Jones, Director General, Confederation of British Industry

“A really helpful guide to success.” Brent Hoberman , co-founder and CEO lastminute.com

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Building a Better Business back cover text:

An intensely practical and inspirational guide on how to make great things happen in your business and personal life, by Dr Patrick Dixon, ranked as one of the 20 most influential business thinkers alive today. How to create greater passion for your business, by building a better world for you, your customers, workers and their families, shareholders, communities and those beyond. Building a Better Business is about how you can get:

Better [leadership](#)

Better people and teams

Better brands and marketing

Better customer relations

Better corporate image

Better innovation and strategy
Better change management
Better work-life balance
Better corporate governance

“A perfect summary of all important factors that contribute to success in business and private life” Robert Salzl, CEO Arabella Hotel Holding International

“Resonates instantly with one’s own personal and business experience” Paul O’Toole, Chief Executive, Tourism Ireland

“Excellent management books should spur you into action. This one does! Thoroughly enjoyable and refreshing” Lord Leitch, Chairman of the Employment Panel and former Chairman of the Association of British Insurers

“A message that every business leader needs to listen to and turn into action. A must-read for those who care about our common future” Professor Derek Abell, Dean, European School of Management and Technology

“A cracking good read, full of practical insights that will change your business life and understanding fundamentally” Paul Williams , CEO MLS Business Centres

50% of the author's receipts from sale of this book will be used to support AIDS care and prevention programmes in Africa and Asia

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