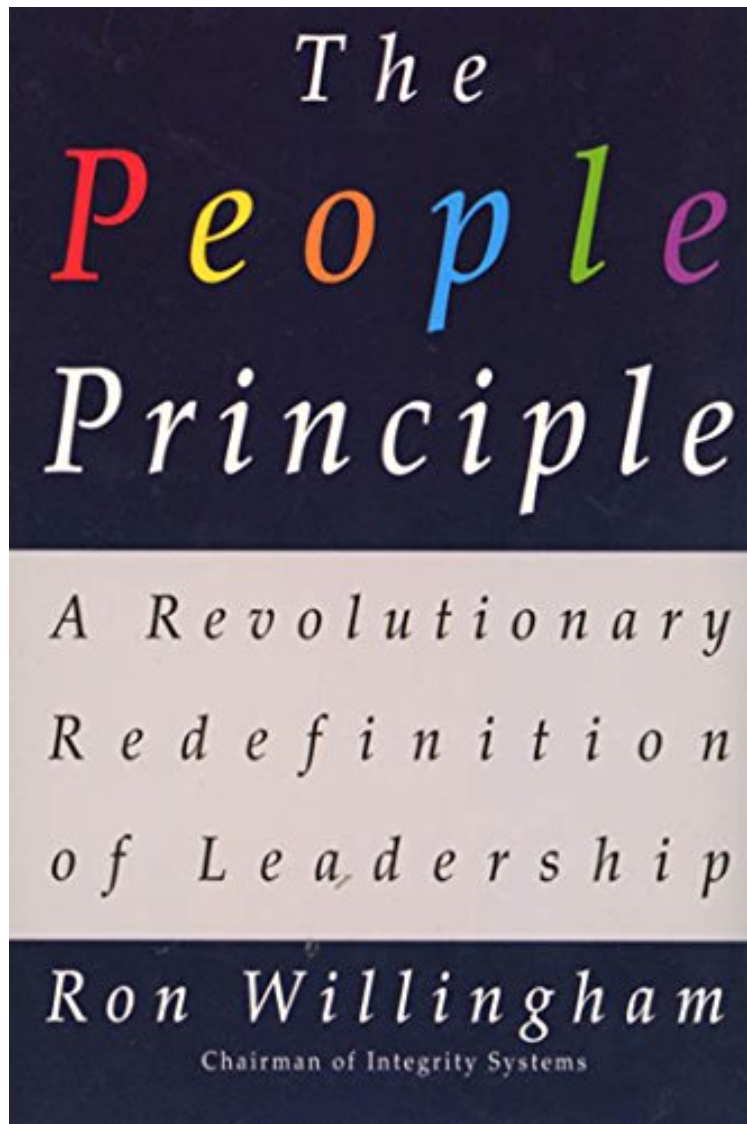


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The People Principle: A Revolutionary Redefinition of Leadership

Ron Willingham

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"The People Principle shows with practical advice and sound concepts how we can all develop the potential of others, and find joy in doing so. Ron Willingham, in his typical straightforward way, shouts the truth that our endeavors will only succeed if we first focus on growing successful people."-- Marvin Girouard, President and Chief Operating Officer of Pier 1 Imports "The People Principle is a powerful, thought-provoking, and comprehensive look at how a company can get the most out of its most precious resources: its employees. This should be required reading for all managers."-- Geoffrey Brewer, Executive Editor of Sales Marketing Management "No matter whether you have two employees on your payroll or one thousand, management consultant Ron Willingham has motivational tips to impart to you in The People Principle."-- Publishers Weekly