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Mission: How the Best in Business Break Through

Michael Hayman, Nick Giles

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In Mission: How the Best in Business Break Through, Michael Hayman and Nick Giles show companies how to join the ranks of today's business winners. Business as usual is over. Belief is the new currency and to succeed you must follow new rules: purpose as the route to profit; mind share to gain market share. The best in business are defined by mission: a singular cause, a defining ambition. They stand out as campaigners, activists fighting to lead industries and redefine them. And they win through with momentum, explosive growth that outruns the competition. From tech pioneers Google and Airbnb, to retail giant Whole Foods and British success stories such as Ella's Kitchen, Mission shows how business is changing people's lives through the power of purpose, culture and campaigning. How caring, sharing and daring companies have opened a new chapter for the world of business. Uncover the secrets of what it takes to succeed: how to discover and define your commercial purpose, hone it into a campaign and turn customers into advocates. Harness the power of momentum. Find your mission.

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