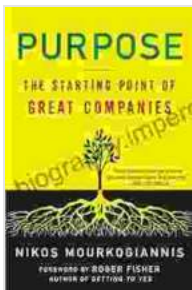


Purpose: The Starting Point of Great Companies

By Bradberry

In a world where businesses are constantly competing for attention, it's more important than ever to have a strong sense of purpose. Purpose is what drives you and your team to do your best work, and it's what will help you stand out from the competition.



Purpose: The Starting Point of Great Companies

by Nikos Mourkogiannis

★★★★☆ 4.4 out of 5

Language : English
File size : 1455 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 271 pages



In his new book, "Purpose: The Starting Point of Great Companies," author Bradberry offers a practical guide to finding and defining your company's purpose. He shares stories from some of the world's most successful companies, and he provides exercises to help you develop your own purpose statement.

If you're looking to build a great company, this book is a must-read. Here are just a few of the things you'll learn:

- Why purpose is so important for businesses
- How to find and define your company's purpose
- How to create a purpose statement that will resonate with your employees and customers
- How to use purpose to drive your business strategy
- How to measure the impact of your purpose

Purpose is the foundation of every great company. It's what drives success, motivates employees, and builds customer loyalty. If you're looking to build a great company, start by finding and defining your purpose.

Free Download your copy of "Purpose: The Starting Point of Great Companies" today!

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About the Author

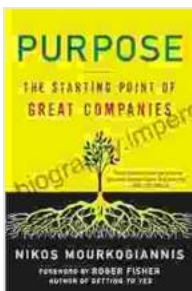
Bradberry is an award-winning author and speaker who has written extensively about leadership, emotional intelligence, and workplace success. His work has been featured in The New York Times, The Wall Street Journal, and Forbes. He is the co-founder of TalentSmart, a leading provider of emotional intelligence training and assessments.

Praise for "Purpose: The Starting Point of Great Companies"

"Purpose is a must-read for any business leader who wants to build a great company. Bradberry provides a clear and concise guide to finding and defining your company's purpose. He also shares stories from some of the world's most successful companies, which provide valuable insights into

how purpose can drive success." - Marshall Goldsmith, New York Times bestselling author of Triggers

"Bradberry has written a powerful and inspiring book about the importance of purpose in business. Purpose is what drives us to do our best work, and it's what will help us build great companies. I highly recommend this book to anyone who wants to build a successful and meaningful business." - Simon Sinek, New York Times bestselling author of Start with Why

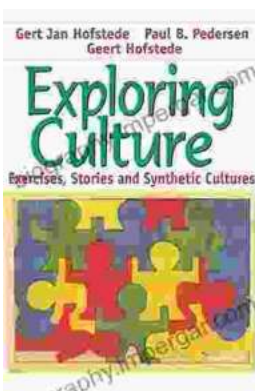


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