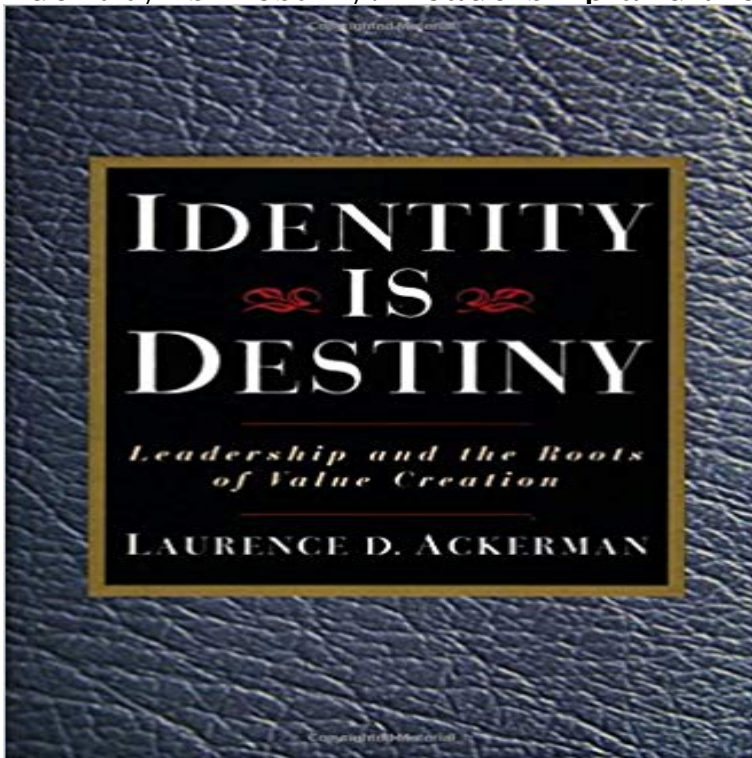


# Identity Is Destiny: Leadership and the Roots of Value Creation



Brand names, logos, and slogans are the identifying marks of corporations, but in the turbulent environment of the business world, these markers have little effect on the success of a company. Instead, it is an organizations underlying identity that contains the key to creating value, which, in turn, drives the success of the corporation. This enterprising book reveals how organizations can adapt successfully to the fast-paced marketplace when decisions are based on the bedrock of identity. The authors laws of identity will help managers be authentic leaders, recruit employees who will flourish in the corporate environment, and develop a product mix that both meets customer needs and highlights the talents of the organization.

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