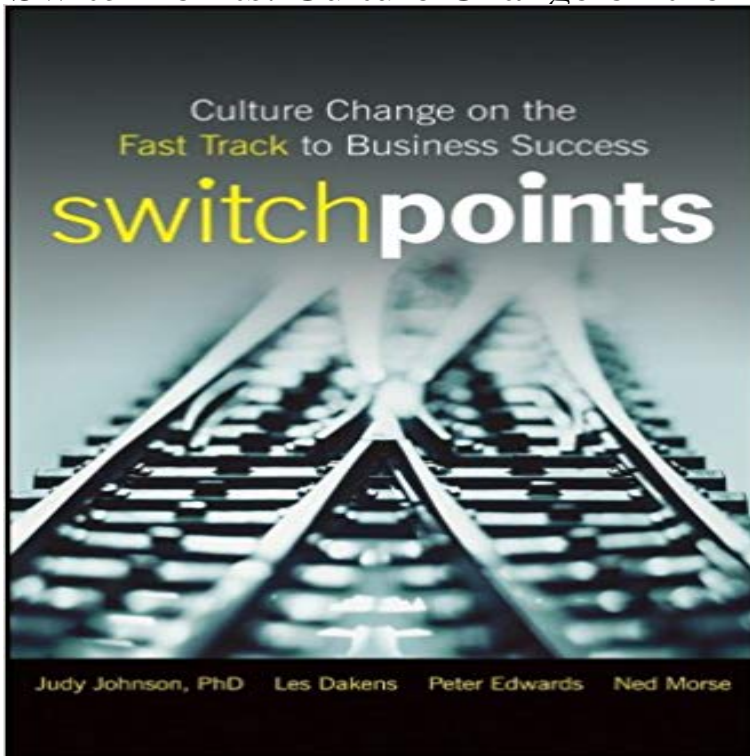


SwitchPoints: Culture Change on the Fast Track to Business Success



SwitchPoints is the inspiring story of how Canadian National Railway (CN) advanced from good to great in a few short years becoming North Americas top-performing railroad and a favorite with of corporate customers and investors. In it, the authors reveal how company-wide culture change propelled this aging transportation giant to become the profitable powerhouse it is today. Rich with insights and anecdotes, SwitchPoints offers lessons that can be applied to any organization seeking to improve the bottom line by improving their culture.

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