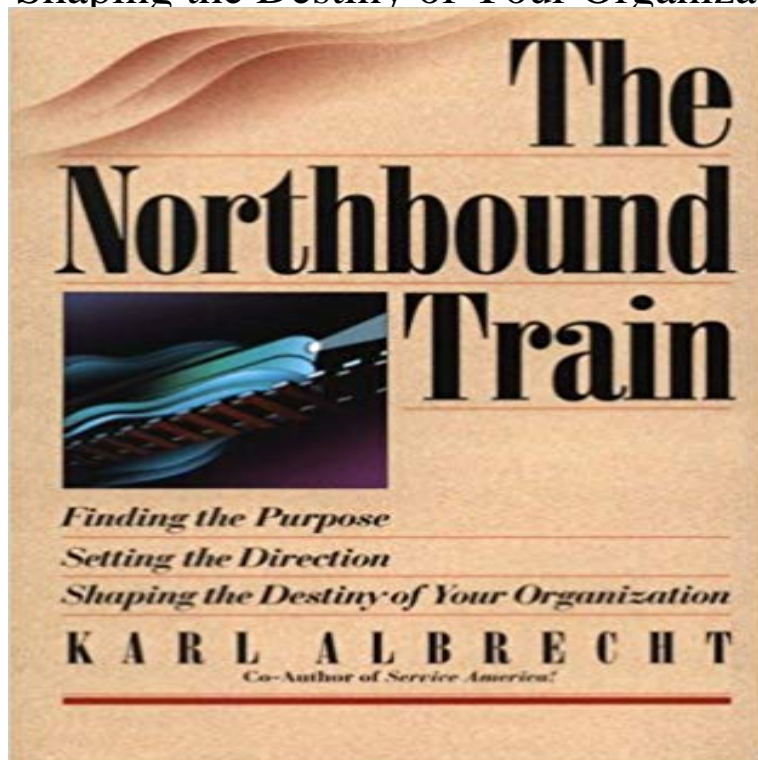


# The Northbound Train: Finding the Purpose, Setting the Direction, Shaping the Destiny of Your Organization



Albrecht argues there is an identity crisis epidemic in the business world. Pressured by changes in customers, in technology, in business structures, and in global trade, organisations are struggling to sift through the factors, define themselves, and make a profit in the process. This book presents a thought-stirring process for how to develop a vision and a direction for a company and how to communicate that vision in a compelling way to everyone in the organisation. Readers learn how to develop a strategic success model made up of: vision and mission statement; core values; a competitive strategy; a unified concept for creating customer value; and a distillation of these elements to a few critical focus areas. Who are we? What are our real aims? What value do we create? This book should help provide the answers.

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