



Light a Fire Under Your Business: How to Build a Class 1 Corporate Culture Through Inspirational Leadership: How to Build a Class 1 Corporate Culture through Inspirational Leadership

Tom Pandola, James Bird

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Two firefighters-turned-management-consultants provide organizations with an innovative way to transform executives into inspirational leaders.

- Shows how to inspire passion in your workforce
- Explores what ordinary people need to do to deliver extraordinary results
- Raises the stakes of the business game by equating success with survival—something firefighters do every day
- Employs numerous examples from the business world as well as from firefighting
- Presents applications that have been proven through the authors' consulting business

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