

Survival Is Not Enough: Why Smart Companies Abandon Worry and Embrace Chan

Seth Godin

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Survival Is Not Enough: Why Smart Companies Abandon **Worry and Embrace Chan**

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Survival Is Not Enough: Why Smart Companies Abandon Worry and Embrace Chan Seth Godin You can't embrace change any faster...can't make time for the synergy training workshop...can't deal with one more change management seminar. So stop changing. Evolve.

Evolution can be unleashed in your organization, effortlessly and gradually changing everything in its path. By teaching your company to "zoom" -- embrace change without pain -- you'll have a company that evolves and ultimately attracts people who drive it to evolve even faster.

In up or down markets, for companies in any industry, embrace the organic approach detailed in Survival Is Not Enough and you will always outperform the competition.

Here's practical advice on how to make the chaos we all must deal with an asset, not a threat.



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