



Why Pride Matters More Than Money: The Power of the World's Greatest Motivationa

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The book that turns our understanding of motivation on its head . . . and shows why most companies get it wrong. There are few people with more experience and accumulated wisdom about the inner workings of business and how people can work together more effectively than Jon Katzenbach. His groundbreaking research has resulted in several important books, including *The Wisdom of Teams* and *Real Change Leaders*. Over the past several years he has turned his attention to one of the perennial questions of leaders everywhere: How do I motivate my employees?

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