



Organizational Capability: Competing from the Inside Out

Dave Ulrich, Dale G. Lake

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For any organization to compete successfully in today's market, it must focus on building not only from the outside but from the inside as well. Shows the correlation between successful people management and the bottom line. Explains how involving employees in the planning and implementation process and allowing them to see the fruits of their labor (the sense of connection between daily work and long-term customer success) benefits the organization. The aim here is to show how focusing on organizational capability will not only meet short-term financial requirements, but also build a solid foundation for the future.

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