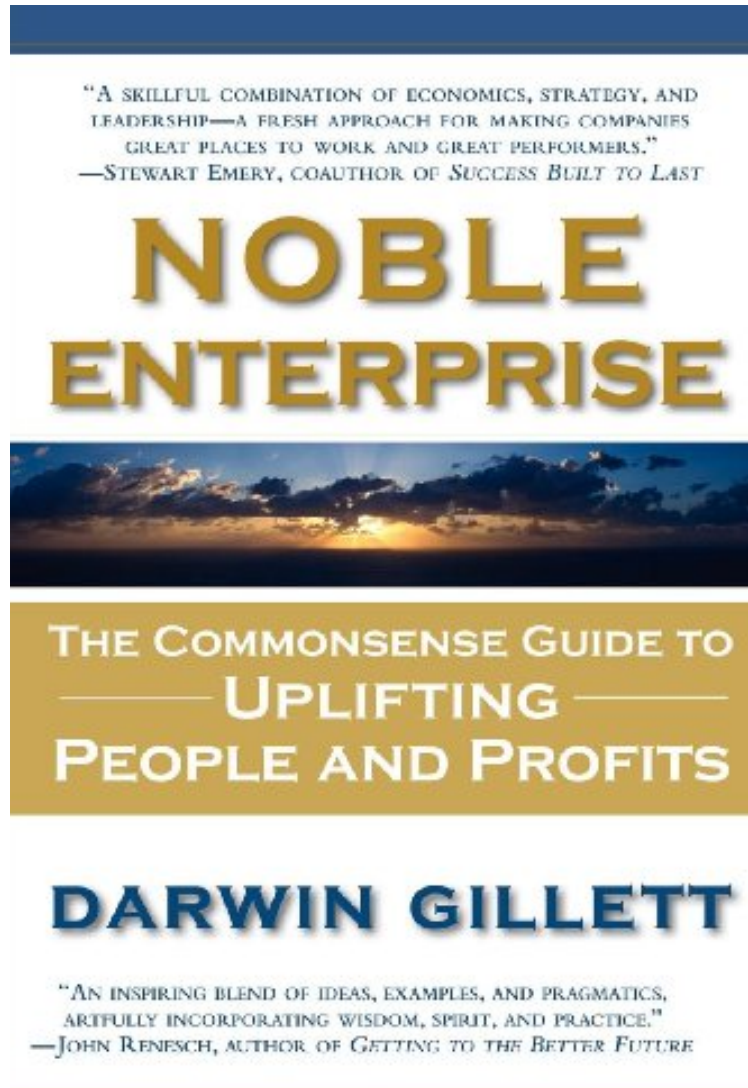


# Noble Enterprise: The Commonsense Guide to Uplifting People and Problems

*Darwin Gillett*

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**Darwin Gillett : Noble Enterprise: The Commonsense Guide to Uplifting People and Problems** before purchasing it in order to gage whether or not it would be worth my time, and all praised Noble Enterprise: The Commonsense Guide to Uplifting People and Problems:

3 of 3 people found the following review helpful. This is an absolute "Must Read"By John B. SpenceI have just finished reading "Noble Enterprise" and can say without question it is one of the best business books I have read in a very, very long time. Please keep in mind, that as someone who has read a minimum of 100 business books a year

since 1989, this is very high praise. The reason I loved the book so much? It's because "Noble Enterprise" does such an incredible job of getting to the heart and soul of what it takes to run a truly successful business in modern times. Now, more than ever, leaders need to understand that great companies are built by taking fantastic care of employees... so that they can take superb care of the customer. Dar Gillett has done an incredible job of giving clear, specific, and actionable ideas to help the reader understand exactly what they must do to create a Noble Enterprise. I was so impressed with this book, that I bought several more copies to send to clients around the world -- because I felt so strongly that this was a message they needed to hear. If you are interested in building an organization that uplifts people, delights customers and creates sustainable profitability and success -- you absolutely need to read this book.

John Spence [...]2 of 2 people found the following review helpful. The next step in the evolution of companiesBy Barbara WilliamsNoble Enterprise has been released at a uniquely opportune moment to benefit mankind. With the issues of corruption in the banking industry, financial companies and politics we need the perspective, encouragement, and guidance that Noble Enterprise offers.Noble Enterprise is similar to the movie "The Secret" only for corporations. Harness the positive thinking and the enthusiasm of employees and companies can achieve great success while at the same time benefitting the world at large.Noble Enterprise focuses on understanding the role of Spiritual Capital in providing amazing benefits to a company, its employees, its stakeholders and the world at large. It provides a more sustainable way to create profitable companies that fully encourage and utilize their employees- so the employees fully and enthusiastically bring their talents, energies and hearts to work. Corporate cultures that incorporate the Noble Enterprise concepts attract and retain the best employees and encourage all employees to do their best work with a positive attitude. That is an unbeatable competitive advantage. That creates wealth by benefitting others instead of harming others. It is time for the corporate world to make this positive spiritual shift in perspective and policies.0 of 0 people found the following review helpful. More relevant than everBy Alma KondiliI think this is a must read book for anyone in any level of the corporation! Well written, based on proven and well executed strategies on how to unleash the human capital, inspire it, motivate it and keep it going.Great successful examples on Bill Cattucci leadership, turnaround strategy execution and his unique way of uplifting and inspiring employees.I think this book is more relevant than ever in this tumultuous market associated with crisis of confidence on the people that we all trusted and the financial institutions that they represented.It is never late to focus on the human capital, the continuous nurturing and improvement on motivating this capital.

If you want the insights, leadership tools--and inspiration--to create a noble enterprise and lead your people to new heights of performance, then this is the book for you. In it you will learn how to: . Strengthen your organization: Awaken and activate the rich array of human energy, wisdom, passion, and purpose in your organization. . Revitalize your company: Create and implement a plan for turning around (and turning on) even the most "stuck" operation. . Build sustainable growth and profitability: Learn the secrets of corporate revitalization and apply them to achieve sustainable success. . Expand your leadership impact: Build employee morale and commitment--and help your people achieve big performance goals. . Inspire your people: Increase your people's enthusiasm and confidence, and turn your company into a high-performing noble enterprise.

From the PublisherFrom the Back CoverIf you want the insights, leadership tools--and inspiration--to create a noble enterprise and lead your people to new heights of performance, then this is the book for you. In it you will learn how to: \* Strengthen your organization: Awaken and activate the rich array of human energy, wisdom, passion, and purpose in your organization. \* Revitalize your company: Create and implement a plan for turning around (and turning on) even the most "stuck" operation. \* Build sustainable growth and profitability: Learn the secrets of corporate revitalization and apply them to achieve sustainable success. \* Expand your leadership impact: Build employee morale and commitment--and help your people achieve big performance goals. \* Inspire your people: Increase your people's enthusiasm and confidence, and turn your company into a high-performing noble enterprise.