



Meaning at Work: And Its Hidden Language (Paperback)

By Danny Gutknecht

Interrog8 Nature, LLC, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. We've reached a stage in the evolution of work where meaning is crucial to competition. Scientists, academics, and business consulting elites are all weighing in on this problem. But today's solutions aren't working and are destined to fail because, structurally, they are trying to solve the problem the wrong way. How does an organization respond to the growing demand for meaningful work? Of course, people need meaning at work. But it's organizational meaning that is the key to unlocking both individual and collective potential. In this book, the author takes us on a journey through the insights of Carl Jung, Abraham Maslow, Joseph Campbell, anthropology, biology, and neuroscience to understand what meaning is, how it works and what can be done to engage it. Meaning at Work is the first articulation of a process that enables everyone to participate in organizational meaning-making.



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