

# Primed To Perform How To Build The Highest Performing Cultures Through The Science Of Total Motivation

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While most leaders believe culture is critical to success, few know how to build one, or sustain it over time. In Primed to Perform, Vega Factor co-founders Lindsay McGregor and Neel Doshi show you how to do just that. Primed to Perform explains the counterintuitive science behind legendary cultures, building on over a century of academic thinking. It explores the authors' original research into how total motivation leads to higher performance in iconic companies, from Apple and Starbucks ...

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