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QuinStreet 10400 Linn Station Road, Suite 100 Louisville, KY 40223

## ‘The Culture Secret: How to Empower People and Companies No Matter What You Sell’ Excerpt

Why is a great company culture so rare? How can you make sure your organization has one? The good news is that creating an inspiring and sustainable culture is not as hard as you might think. Dr. David “Doc” Vik reveals the keys to success in “The Culture Secret.”

This excerpt has been provided by [Greenleaf Book Group Press](#) and focuses on the importance of good leadership. Titled, “This Is Empowering and Passing the Torch — Leadership,” it discusses the differences between management and leadership and explains why it’s so important to make a distinction between the two. Vik also explains the qualities that make a good leader. It’s a good read for people at all levels in their career.

“The Culture Secret: How to Empower People and Companies No Matter What You Sell” was written by Dr. David Vik and was published by Greenleaf Book Group. ISBN-10: 1-608324-028; ISBN-13: 978-1-608324-026.

The attached zip file includes:

- Intro Page.pdf
- Terms and Conditions.pdf
- The Culture Secret.pdf