



Worth Doing Wrong: The Quest to Build a Culture That Rocks

Arnie Malham

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The Quest to Build a Culture That Rocks

Business is hard. Arnie Malham, founder and president of cj Advertising, understands this thoroughly. But the challenges that make business hard are more than just obstacles--they provide the foundation to building and strengthening a culture that attracts the best people to do the best work.

In *Worth Doing Wrong*, Malham provides strategies for creating a culture that will help you smash business goals, achieve win-win relationships with your clients, generate buzz in your community, and cultivate a workplace that you and your employees will love.

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