



# Built to Serve: How to Drive the Bottom Line with People-First Practices

*Dan Sanders*

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## **Built to Serve: How to Drive the Bottom Line with People-First Practices** Dan Sanders

In *Built to Serve*, Dan Sanders, CEO of the award-winning, service-oriented United Supermarkets, makes this bold claim: the prevailing business culture is broken, and a radical transformation is required that reshapes our understanding of the true purpose of work. Sanders reveals how your people can adopt United's mission of Ultimate Service, Superior Performance, Positive Impact.

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