

VOLUME BOOK OFFERS FROM JAY BARNEY, MANOEL AMORIM, AND CARLOS JÚLIO



We are excited to share our new book, *The Secret of Culture Change: How to Build Authentic Stories That Transform Your Organization*.

Pulling from our combined experience as a top strategy professor and two successful CEOs, we share this bold new resource to inspire you to build your own culture-changing story. *The Secret of Culture Change* is a practical guide for leaders who want to create a healthy and thriving culture that aligns with their business strategy. By analyzing stories from business leaders just like you, we present the “secret” to culture change: six key attributes that every successful culture-change story has in common.

In celebration of our book launch, we’ve created these volume purchase opportunities, ranging from micro-volume purchases for individuals and book clubs to larger-volume purchases for businesses, non-profit associations, universities, or organizations that might benefit from our book’s powerful message.



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