



**Summary : It's Not What You Sell, It's What You Stand For - Roy Spence and Haley Rushing: Why Every Extraordinary Business Is Driven By Purpose**

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# Summary : It's Not What You Sell, It's What You Stand For - Roy Spence and Haley Rushing: Why Every Extraordinary Business Is Driven By Purpose

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**Complete summary of Roy Spence and Haley Rushing's book: "It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose".**

This summary of the ideas from Roy Spence and Haley Rushing's book "It's Not What You Sell, It's What You Stand For" shows that high-performing companies are not always the ones with the best strategy or innovation. Often, they are the ones that have a purpose beyond making money, one that drives them. In their book, the authors explain that purpose deserves just as much care and attention as other aspects, because it is purpose that engenders passion and gives clear goals. This summary will teach you the three fundamental business building blocks of purpose and suggests ways to align people's talents and passions with their job and how to look at every decision, big and small with your purpose in mind.

#### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your knowledge

**To learn more, read "It's Not What You Sell, It's What You Stand For" and discover the importance of having a purpose in your company.**

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