



Chief Culture Officer: How to Create a Living, Breathing Corporation

Grant McCracken

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The American corporation--deaf and blind to the world around it--needs a new professional. It needs a Chief Culture Officer.

Grant McCracken, an anthropologist who now trains some of the world's biggest companies and consulting firms, argues that the CCO would keep a finger on the pulse of contemporary cultural trends while developing a systematic understanding of the deep waves of culture in America and the world. The CCO would be the corporation's eyes and ears, allowing it to detect coming changes, even when they exist only as the weakest of signals.

Trenchantly on point and bursting with insight and character, *Chief Culture Officer* is sure to expand your horizons--and your business.

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