



Purpose: The Starting Point of Great Companies

Nikos Mourkogiannis

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In *Purpose*, world-renowned thought leader Nikos Mourkogiannis turns the entire idea of leadership on its head and shows that the choice between values and success is no choice at all. Mourkogiannis argues that companies must satisfy the need for purpose--a set of values that defines an organization and inspires and motivates its employees. Rather than organization and structure, *ideas* are what cause companies to go from good to great. Drawing on examples from across multiple industries, Mourkogiannis demonstrates how a strong purpose is the essential first step toward lasting success.

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