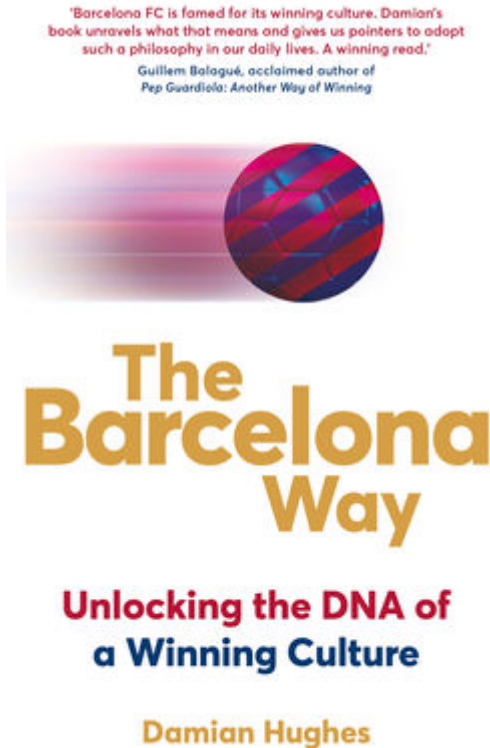


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In *The Barcelona Way*, sports psychologist Damian Hughes reveals the key principles that have defined FC Barcelona's success and shows how the DNA of a winning team can be successfully applied to any working environment, with dramatic results.

'A powerful book on the important principles of creating a high-performing culture.'
Eddie Jones, England RFU Head Coach

FC Barcelona are one of the most successful football clubs in the world. What makes FCB unique is the winning culture that has delivered sustained success for much longer than the customary four-year cycle of an elite team. Lying at the very heart of their success is how they deal with people and the care and attention given to the environment in which those people are nurtured: practices which are of equal relevance to all organizations trying to channel the activities of their talented individuals for the corporate good.

The key principles are: **Big Picture, Arc of Change, Repetition, Cultural Architects, Authentic Leadership.** These are the same principles that are adhered to in successful working environments across any industry.

Drawing on interviews with key architects of the culture, as well as his own extensive experience as a sports psychologist working with leading sports and business institutions, Damian Hughes provides unique insights into the crucial issues confronting the modern corporate environment, and shows how the lessons learnt at FC Barcelona can also be applied to develop your own winning culture.

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Author	:	Damian Hughes
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