

Fast Second How Smart Companies Bypass Radical Innovation To Enter And Dominate New Markets J B US Non Franchise Leadership

Monetizing Innovation *Green to Gold* **Copcats** **Intentional Integrity** *The Ends Game* **Green Giants** *Brand Real* **Hire Purpose** **The Knowing-doing Gap** *Monetizing Innovation* *Smart Business* **Judgment on the Front Line** **Green Giants** **Green to Gold** *The Talent Mandate* *Smart Customers, Stupid Companies* **The Age of Agile** *The Curve* *Customer Education* **Why Smart Companies Do Dumb Things** *The Dollarization Discipline* *Fast Second* **Word of Mouth Marketing** **The Data Asset** *Organizational Intelligence* **The Curve** *Smart Business, Social Business* **Open Strategy** *Decisive Intuition* *Coaching for the Future* **The Good Jobs Strategy** **Sustainagility** *Digital Rebirth* *Game Changer* **Hidden Value** *Customer Success* **Defending Your Brand** *Smart Technology Applications in Business Environments* *Shorter* *Reinventing the Product*

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Sustainagility Feb 27 2020 Sustainagility is about the ability to solve some of the world's most complex sustainability challenges with rapidly evolving business innovations, applications, methods, products and processes, adapted to changing situations. The book looks at how innovation and agility can save the world from the environmental disasters that face it. In addition, it sets forth positive ways in which businesses and individuals can deal with the issues and positively benefit from them. Sustainagility includes text boxes containing shocking statistics about the destruction of our planet, short inspiring examples of how innovation has created new profitable business and helped the world, and personal messages from global leaders about sustainable innovation. Case studies of numerous well-known, high-profile companies are featured - demonstrating companies that have successfully used innovative and agile ideas and processes to improve their businesses and fight some of the greatest threats to the world's ecosystems. Subjects covered include: Power; future cities; transport; manufacturing; water and wood; health and food; venture capital; carbon offsetting and banks; business agility and open innovation; 10 steps to profitable sustainability.

Customer Success Oct 25 2019 Your business success is now forever linked to the success of your customers Customer Success is the groundbreaking guide to the exciting new model of customer management. Business relationships are fundamentally changing. In the world B.C. (Before Cloud), companies could focus totally on sales and marketing because customers were often 'stuck' after purchasing. Therefore, all of the 'post-sale' experience was a cost center in most companies. In the world A.B. (After Benioff), with granular per-year, per-month or per-use pricing models, cloud deployments and many competitive options, customers now have the power. As such, B2B vendors must deliver success for their clients to achieve success for their own businesses. Customer success teams are being created in companies to quarterback the customer lifecycle and drive adoption, renewals, up-sell and advocacy. The Customer Success philosophy is invading the boardroom and impacting the way CEOs think about their business. Today, Customer Success is the hottest B2B movement since the advent of the subscription business model, and this book is the one-of-a-kind guide that shows you how to make it work in your company. From the initial planning stages through execution, you'll have expert guidance to help you: Understand the context that led to the start of the Customer Success movement Build a Customer Success strategy proven by the most competitive companies in the world Implement an action plan for structuring the Customer Success organization, tiering your customers, and developing the right cross-functional playbooks Customers want products that help them achieve their own business outcomes. By enabling your customers to realize value in your products, you're protecting recurring revenue and creating a customer for life. Customer Success shows you how to kick start your customer-centric revolution, and make it stick for the long term.

Judgment on the Front Line Nov 18 2021 Front-line employees who deal directly with customers are the face of any organization. Not only do they have the most impact on how a brand is perceived, but they are also the most valuable source of insight into what customers want and how to give it to them. Unfortunately, as management experts Chris DeRose and Noel M. Tichy explain, most organizations don't know how to evaluate the risk of giving employees more autonomy. Many of those who are willing to try haven't even invested resources in ensuring that-once the shackles are off-front-line employees make good judgments. Tichy and DeRose offer powerful examples of front-line leadership, such as: How Zappos trusts its people to do anything in service of a customer, including providing free product or reimbursing for mistakes How Mayo Clinic of Arizona enabled its nurses to challenge the hierarchy in order to improve patient care

Shorter Jul 22 2019 Forget the old concept of the 9-5. Companies around the world are redesigning the work week to increase efficiency, health and happiness in their workers. A growing number of businesses are shortening their working week to address problems with low productivity, poor mental health and unequal working opportunities. Workers are still paid the same salary for a four-day week and the results are revolutionary. In Shorter, bestselling author Alex Pang studies these trailblazing businesses where managers are reporting their teams to be: - More creative in their problem solving - Happier and with lower stress and anxiety and cases of burn out - More productive Pang will reveal step by step, how they have gone about making these changes, the challenges and solutions and, most importantly, how you can do the same.

Why Smart Companies Do Dumb Things Mar 10 2021 This book rocks with practical and perceptive candor, and down-to-earth advice. Any company can improve its new product marketing and financial success batting average by adopting Cal's principles.-PETER KLEIN, Senior Vice President for Strategy and Development, Gillette CompanyTo the point with real examples of how shareholder value can be severely hampered by an undisciplined new product process. A must-read for insiders and outsiders.-RICHARD P. KUNDRAT, Founder, Pepsi-Lipton PartnershipInnovation is the lifeblood of American business. Without the creativity to find the next must-have product or service, companies quickly lose their competitive edge. Knowing this, corporate leaders invest heavily in research and development. Notwithstanding the dollars spent on R & D, the fact remains that better than 90 percent of innovation initiatives fail to achieve their return-on-investment targets. Poor management decisions and lack of marketplace savvy often undermine even huge research efforts. Can America continue to be a formidable global competitor with this kind of failure rate? Taking a case history approach, Calvin Hodock examines eight typical innovation blunders that continually doom new product development. From misjudging the market and dead-on-arrival products to fatal frugality and timetable tyranny, he discusses not only why such mistakes occur but also the dire consequences to both investors and employees. When Polaroid declared bankruptcy,

because it missed the digital imaging trend, the company's employees lost their retirement and pension benefits. Now the failure of the American automobile industry to create gotta have cars threatens to wreak long-term havoc in a large segment of American workers. Among the problems Hodock points to are breakdowns in the marketing research process, marketing dishonesty, lack of real-world preparation among newly graduated MBAs, CEOs under pressure to deliver unrealistic earning targets, clueless boards of directors, and the general absence of accountability. After analyzing each problem, Hodock emphasizes the lesson learned and concludes with a list of best practices for successful innovation. He shows how even modest improvements in the innovation process can double the bottom line for any company while making their shareholders more prosperous and happier. Hodock's incisive analysis and illuminating new approaches to successful development and marketing are must reading for students of business, seasoned corporate executives, and anyone interested in the future of American business. **FURTHER PRAISE FOR WHY SMART COMPANIES ...** Why is what is obvious ignored so frequently? Find out in this book that case by case takes you through the highs and lows and even the in-betweens of innovation as an engine of company growth and shareholder prosperity. - **JAMES FIGURA**, Vice President, Consumer Insights, Colgate-Palmolive Useful information for every customer and business leader. Real-life case histories reveal why innovations fail and firmly establish the importance of integrity. - **DOUG SCOTT**, CEO and President, Platinum Television Group, New Line Media Solutions Calvin L. Hodock (Skillman, NJ) is professor of marketing at Berkeley College, Garret Mountain and Middlesex Campuses, an adjunct professor at New York University's Stern School of Business, and a guest lecturer at the University of Pennsylvania's Wharton School of Business. He is the former chairman of the board of the American Marketing Association, the world's largest professional marketing society. He is also on the board of directors for NuVim, Inc. He has previously published for the American Marketing Association, McGraw-Hill, and the Advertising Research Foundation.

Digital Rebirth Jan 28 2020 Digital Rebirth transcends digital transformation. It involves a revolutionary reinventing of the purpose, nature and processes of a company, with accompanying digital business and technological platforms. This book presents a clear framework for practical digital rebirth of companies, contrasting it to prevalent "digital transformation" approaches. Aimed at large and medium-sized companies, as well as their subcontractors and service providers, but also at budding entrepreneurs, it should be read and used by company boards, executives, managers, startup leaders and business consultants.. - In every section of the book you will find proven concepts of Digital Rebirth, digital reinvention, collaborative digital practices, combinatorial technologies, digital platforms, digital ecosystems and pointers how to move from obsolete mindsets and left-over baggage to reinvented digitalization minds and processes. - It shows clearly how some major companies have digitally rebirthed themselves - or are in the process of it - to be or to become a leading player in the digital economy. - Company (and industry) illustrations are accompanied by descriptions of Digital Rebirth approaches, methodologies and practical tools. - The book's content is ideal for use in company workshops and executive sessions, as well as business leadership mindset sessions, and has been validated in such activities by the authors, including boards of highly renowned companies on all continents. - At the end of the book, the unique approach of Digital Rebirth is condensed into a framework of five digital drivers, to assist in the right activities for purposeful and successful company rebirth. The concept of Digital Rebirth shows clearly that, in the light of recent developments like Internet of Things, Artificial Intelligence, Industry 4.0 and Cloud-based Services, well-established traditional industry and competitive models are not any longer satisfactory to understanding and dealing with digital realities.

Smart Business Dec 19 2021 How Strategy Works in an Interconnected, Automated World Leaders already know that the classic approach to strategy--analyze, plan, execute--is losing relevance. But they don't yet know what replaces it. As everyone and everything becomes more interconnected and digitized, how do you operate, compete, and win? Ming Zeng, the former Chief of Staff and strategy adviser to Alibaba Group's founder Jack Ma, explains how the latest technological developments, such as artificial intelligence, machine learning, the mobile internet, and cloud computing are redefining how value is created. Written especially for those outside the technology industry or the startup arena, this book introduces a simple, overarching framework to guide strategy formulation and execution in this data-rich and highly interactive environment. Revealing the revolutionary practices that he and his team have developed at Alibaba, Zeng shows how to: Automate decisions through machine learning Create products informed by real-time data from customers Determine the right strategic positioning to maximize value from platforms and suppliers Repurpose your organization to further human insight and enable creativity Lead your company's transformation into a smart business With insights into the strategies and tools used by leaders at Alibaba and other companies such as Ruhan and Red Collar, in a variety of industries from furniture making to banking to custom tailoring, Smart Business outlines a radically new approach to strategy that can be applied everywhere.

Smart Customers, Stupid Companies Jul 14 2021

Defending Your Brand Sep 23 2019 Here Calkins shows business how to create and maintain a defensive strategy including: how to understand and get competitive intelligence; how to determine if your brand or company is at risk; how to create a defensive strategy; limiting risk and preventing a trial; understanding your own IP as a weapon - and much more.

Game Changer Dec 27 2019 Highly skilled 10x talent brings at least 10 times the value to your organization. By understanding how to attract, manage, and retain these sought-after individuals, your business will become more agile, innovative, and experience transformational growth. 10xers can tackle a company's toughest problems, improve their strongest assets, and blaze a path to success. With the rapid digitization of every conceivable product and service, the environment has transformed so fast that every organization must be equipped with these phenomenally gifted employees to keep up. Game Changer provides proven strategies on how your company can create the right environment for top talent and breakthrough success by upending traditional business practices. It also reveals how individuals can evolve from good to great to 10x, and enjoy the many perks and rewards this status brings. In Game Changer, you'll learn: How highly skilled talent is transforming companies of all sizes and industries through real world stories and first-hand testimonies from top executives and entrepreneurs. Ways managers can become coaches that empower their team to accomplish amazing results. The unconventional business environment 10xers need for massive productivity, including deep flow states, greater autonomy and ownership, and work time flexibility. How to see yourself as both talent and management and become comfortable switching these hats. Game Changer will show you how to make an impact at work, become a highly skilled and phenomenally gifted employee, and experience the rewards and satisfaction of being 10x.

Hire Purpose Mar 22 2022 The future of work is already here, and what this future looks like must be a pressing concern for the current generation of leaders in both the private and public sectors. In the next ten to fifteen years, rapid change in a post-pandemic world and emerging technology will revolutionize nearly every job, eliminate some, and create new forms of work that we have yet to imagine. How can we survive and thrive in the face of such drastic change? Deanna Mulligan offers a practical, broad-minded look at the effects of workplace evolution and automation and why the private sector needs to lead the charge in shaping a values-based response. With a focus on the power of education, Mulligan proposes that the solutions to workforce upheaval lie in reskilling and retraining for individuals and companies adapting to rapid change. By creating lifelong learning opportunities that break down boundaries between the classroom and the workplace, businesses can foster personal and career well-being and growth for their employees. Drawing on her own experiences, historical examples, and reports from the frontiers where these issues are unfolding, Mulligan details how business leaders can prepare for and respond to technological disruption. Providing a framework for concrete and meaningful action, Hire Purpose is an essential read about the transformations that will shape the next decade and beyond.

The Talent Mandate Aug 15 2021 "Our employees are our greatest asset"-it's a cliché companies feel obliged to spout. Some may even believe it. But as with eating healthy food and getting exercise, lip-service doesn't make goals come true. In this groundbreaking book, The Talent Mandate, Andrew Benett explores how truly "talent centric" organizations thrive in today's changing economy. Based on original research and in-depth interviews with outstanding leaders of talent-driven organizations such as Zappos, DreamWorks Animation SKG, Nestle, Dow Chemical, The Motley Fool, AnswerLab, and more, Benett uncovers emerging trends and benchmarks and shows why it is so important to invest in and develop tomorrow's talent. Readers will come away with a clear lesson: Talent is no longer something to be palmed off down the chain of command. It must be the top business priority of the most senior people in the company-including the CEO.

Monetizing Innovation Jan 20 2022 Surprising rules for successful monetization Innovation is the most important driver of growth. Today, more than ever, companies need to innovate to survive. But successful innovation—measured in dollars and cents—is a very hard target to hit. Companies obsess over being creative and innovative and spend significant time and expense in designing and building products, yet struggle to monetize them: 72% of innovations fail to meet their financial targets—or fail entirely. Many companies have come to accept that a high failure rate, and the billions of dollars lost annually, is just the cost of doing business. Monetizing Innovations argues that this is tragic, wasteful, and wrong. Radically improving the odds that your innovation will succeed is just a matter of removing the guesswork. That happens when you put customer demand

and willingness to pay in the driver seat—when you design the product around the price. It's a new paradigm, and that opens the door to true game change: You can stop hoping to monetize, and start knowing that you will. The authors at Simon Kucher know what they're talking about. As the world's premier pricing and monetization consulting services company, with 800 professionals in 30 cities around the globe, they have helped clients ranging from massive pharmaceuticals to fast-growing startups find success. In *Monetizing Innovation*, they distill the lessons of thirty years and over 10,000 projects into a practical, nine-step approach. Whether you are a CEO, executive leadership, or part of the team responsible for innovation and new product development, this book is for you, with special sections and checklist-driven summaries to make monetizing innovation part of your company's DNA. Illustrative case studies show how some of the world's best innovative companies like LinkedIn, Uber, Porsche, Optimizely, Draeger, Swarovski and big pharmaceutical companies have used principles outlined in this book. A direct challenge to the status quo "spray and pray" style of innovation, *Monetizing Innovation* presents a practical approach that can be adopted by any organization, in any industry. Most monetizing innovation failure point home. Now more than ever, companies must rethink the practices that have lost countless billions of dollars. *Monetizing Innovation* presents a new way forward, and a clear promise: Go from hope to certainty.

Fast Second Jan 08 2021 Discover why being a "fast second" is often more financially rewarding than being at the cutting edge. If you get there first, you'll lead the pack, right? Not necessarily! The skill-sets of most established companies, say strategy experts Constantinos Markides and Paul Geroski, are far better suited to scaling up newly created markets pioneered by others (in other words, being "fast seconds") than to creating these markets from scratch. In *Fast Second*, they explore the characteristics of new markets, describe the skills needed to create and compete in them, and show how these skills match up with different types of companies. Drawing on examples of successful fast-second firms such as Microsoft, Amazon, Canon, JVC, Heinz, and many others, they illustrate how to determine which new markets have the potential to be successful and how to move into them before the competition does, when to make a move into a new market, how to scale up a market, where to position a company in the market, and whether to be a colonizer or a consolidator. Order your copy today!

Decisive Intuition Jun 01 2020 At last a practical guide on intuitive decision-making for anyone in the business world to get to the answer they need faster. Intuition is the great differentiator in business. Listening to, trusting, and acting on your intuitive intelligence separates you from the pack as most people are not listening to theirs. Intuition is the one intangible skill that enables teams to function at a higher level and add more dimension and power to their ability to solve problems and grow. Yet the question that each business leader and manager struggles to answer is how do you train and develop intuitive thinking in a team to achieve the greatest result? *Decisive Intuition* is for business leaders, managers, and employees who want answers to this question and are ready to accelerate their company culture. Practice this 6-step process for harnessing your intuitive intelligence with practical business applications. Hear how successful business leaders are integrating intuitive skills into their companies for cutting-edge results. Explore directional, social, and informational intuition and how you can apply them to different areas of your business for greater results. Learn about the 5 roadblocks to accessing your intuitive intelligence and how to overcome them. Discover the latest findings in neuroscience and techniques to access your intuitive, subconscious mind for arriving at better decisions, faster.

Smart Technology Applications in Business Environments Aug 23 2019 Technology continues to make great strides in society by providing opportunities for advancement, inclusion, and global competency. As new systems and tools arise, novel applications are created as well. *Smart Technology Applications in Business Environments* is an essential reference source for the latest scholarly research on the risks and opportunities of utilizing the latest technologies in different aspects of society such as education, healthcare systems, and corporations. Featuring extensive coverage on a broad range of topics and perspectives including virtual reality, robotics, and social media, this publication is ideally designed for academicians, researchers, students, and practitioners seeking current research on the improvement and increased productivity from the implementation of smart technologies.

The Knowing-doing Gap Feb 21 2022 The market for business knowledge is booming as companies looking to improve their performance pour millions of pounds into training programmes, consultants, and executive education. Why then, are there so many gaps between what firms know they should do and what they actual do? This volume confronts the challenge of turning knowledge about how to improve performance into actions that produce measurable results. The authors identify the causes of this gap and explain how to close it.

Word of Mouth Marketing Dec 07 2020 With straightforward advice and humour, word of mouth expert Andy Sernovitz will show you how the world's most respected and profitable companies get their best customers for free through the power of word of mouth. Learn the five essential steps that make word of mouth work and everything you need to get started. Understand how easy it is to work with social media, viral marketing, evangelists, and buzz. Start using simple techniques that start conversations: 3 Reasons People Talk About You; 4 Rules of Word of Mouth Marketing; 5 Ts of Word of Mouth Marketing; 6 Big Ideas: Deep Stuff That Changes Marketing Forever. Find out what sparks the irrepressible enthusiasm of Apple and TiVo fans. Understand why everyone is talking about a certain restaurant, car, band, or dry cleaner -- and why other businesses and products are ignored. Discover why some products become huge successes without a penny of promotion -- and why some multi-million-dollar advertising campaigns fail to get noticed. Open your eyes to a new way of doing business: Honest marketing makes more money, because customers who trust you will talk about you. Learn how to be the remarkable company that people want to share with their friends.

Intentional Integrity Jul 26 2022 Silicon Valley expert Robert Chesnut shows that companies that do not think seriously about a crucial element of corporate culture—integrity—are destined to fail. "Show of hands—who in this group has integrity?" It's with this direct and often uncomfortable question that Robert Chesnut, General Counsel of Airbnb, begins every presentation to new employees. Defining integrity is difficult. Once understood as "telling the truth and keeping your word," it was about following not just the letter but the spirit of the law. But in a moment when workplaces are becoming more diverse, global, and connected, silence about integrity creates ambiguities about right and wrong that make everyone uncertain, opening the door for the minority of people to rationalize selfish behavior. Trust in most traditional institutions is down—government, religious organizations, and higher education—and there's a dark cloud hovering over technology. But this is precisely where companies come in; as peoples' faith in establishments deteriorates, they're turning to their employer for stability. In *Intentional Integrity*, Chesnut offers a six-step process for leaders to foster and manage a culture of integrity at work. He explains the rationale and legal context for the ethics and practices, and presents scenarios to illuminate the nuances of thinking deeply and objectively about workplace culture. We will always need governments to manage defense, infrastructure, and basic societal functions. But, Chesnut argues, the private sector has the responsibility to use sensitivity and flexibility to make broader progress—if they act with integrity. "Rob is an insider who's combined doing good with doing business well in two iconic Silicon Valley companies. His book contains smart, practical advice for anyone looking to do good and do well." —Reid Hoffman, co-founder of LinkedIn and author of *Blitzscaling*

The Age of Agile Jun 13 2021 An unstoppable business revolution is under way, and it is Agile. Sparking dramatic improvements in quality, innovation, and speed-to-market, the Agile movement has helped companies learn to connect everyone and everything...all the time. With rapidly evolving consumer needs and technology that is being updated quicker than ever before, businesses are recognizing how essential it is to adapt quickly. The Agile movement enables a team, unit, or enterprise to nimbly acclimate and upgrade products and services to meet these constantly changing needs. Filled with examples from every sector, *The Age of Agile* helps you: Master the three laws of Agile Management (team, customer, network) Embrace the new mindset Overcome constraints Employ meaningful metrics Make the entire organization Agile Companies don't need to be born Agile. With the groundbreaking formulas laid out in *The Age of Agile*, even global giants can learn to act entrepreneurially. Your company's future may depend on it!

Hidden Value Nov 25 2019 Publisher Fact Sheet Uncovers how the best companies win, not by acquiring the right people, but by building the right organization.

Brand Real Apr 23 2022 *Brand Real* is a business strategy guide for making a brand's promise stand up at every customer touch point. Packed with proven, repeatable management practices, the book shows how to establish a clean brand architecture while avoiding the needless complexity that has tripped up many promising companies. Author Laurence Vincent presents cautionary tales of supposed brand superstars as well as instructive case studies of genuine brand giants like American Express, Apple, Cisco, Google, Qualcomm, Virgin, and others. Readers will learn how to connect the outward-facing elements of their brands--logos, advertising, imagery, communications--directly to the core elements of business strategy. Most importantly, they'll explore the correlation between a succinct, efficient brand and powerful, lasting connections with their customers. Companies are becoming increasingly creative in their branding strategies--building identities ranging from the warm and fuzzy to the ultra cool and edgy. But it seems many of these enterprises forget that a brand, at its heart, is a promise to deliver. *Brand Real* ensures your customers' experiences lives up to that promise and that their loyalties stay with you.

Green to Gold Sep 16 2021 Based on the authors rich experience with forward-thinking companies around the world, "Green to Gold" demonstrates how corporations create value by building environmental thinking into their

overall business strategies.

Green to Gold Sep 28 2022 From the Publishers Weekly review: "Two experts from Yale tackle the business wake-up-call du jour-environmental responsibility-from every angle in this thorough, earnest guidebook: pragmatically, passionately, financially and historically. Though "no company the authors know of is on a truly long-term sustainable course," Esty and Winston label the forward-thinking, green-friendly (or at least green-acquainted) companies WaveMakers and set out to assess honestly their path toward environmental responsibility, and its impact on a company's bottom line, customers, suppliers and reputation. Following the evolution of business attitudes toward environmental concerns, Esty and Winston offer a series of fascinating plays by corporations such as Wal-Mart, GE and Chiquita (Banana), the bad guys who made good, and the good guys-watchdogs and industry associations, mostly-working behind the scenes. A vast number of topics huddle beneath the umbrella of threats to the earth, and many get a thorough analysis here: from global warming to electronic waste "take-back" legislation to subsidizing sustainable seafood. For the responsible business leader, this volume provides plenty of (organic) food for thought. "

Coaching for the Future Apr 30 2020 Coaching has surged in popularity in recent years, gaining acceptance as a high-impact tool for executive development, and is finding broader and farther-reaching business applications. Increasingly, coaching is seen as the strategic solution for the key business issues - managing the knowledge embedded in the organisation, ensuring the continuous development of that knowledge and managing the knowledge worker. These are critical to competitive success, regardless of whether your organisation is a commercial, not-for-profit or government agency. Janice Caplan has drawn on a wealth of experience to deliver this definitive title, through the use of practical tools and techniques, fully supported by a wealth of case studies from leading organisations in every field, including call centres, television news reporting, the arts world, and a number of public and private sector organisations.

Smart Business, Social Business Aug 03 2020 This book will help organizations evolve into a fully collaborative social business. It serves as a step by step playbook to achieve organizational change, process efficiencies and technology acumen: Proven solutions for the real people, process, and technology obstacles businesses face in using social media behind the firewall. How to have the successful internal conversations with stakeholders, partners and global teams that lead to successful external conversations with the social customer Strategies for improving organizational dynamics, collaboration, governance, training, engagement, policies, technology integration, workflows, social CRM, and metrics Many organizations today have already evolved into social brands. They may be active on Twitter and Facebook; they may have corporate blogs and communities and they are trying hard to engage effectively with the social customer. However, behind the firewall, chaos, anarchy, and conflict reign. In *Smart Business, Social Business*, leading enterprise social business consultant shows how to build an internal framework based on change management that will lead to success with social media: one that will make external engagement more effective, meaningful, and sustainable. Michael Brito systematically identifies the internal culture, process and technology obstacles to long-term success with social media, and offer best practice solutions. He discusses a wide spectrum of issues, offering actionable intelligence and helping decision-makers build strategies and plans that deliver value. Topics addressed include change management, organizational models and dynamics, internal communications, collaboration, governance, metrics, training, employee activation, policies, technology integration, workflows, social CRM, and much more. Drawing on his own experience working for Silicon Valley companies, HP, Yahoo! and Intel, Brito presents dozens of examples and case studies. Using this book, companies can begin to transform their organizations from just a "social brand" to a fully collaborative and dynamic "social business."

Reinventing the Product Jun 20 2019 Digital technology is simultaneously friend and foe: highly disruptive, yet it cannot be ignored. Companies that fail to make use of it put themselves in the line of fire for disintermediation or even eradication. But digital technology is also the biggest opportunity to reposition incumbent product-making businesses by thinking about how they conceive, make, distribute and support the next generation of goods in the marketplace. *Reinventing the Product* looks at the ways traditional products are transforming into smart connected products and ecosystem platforms at a rate much faster than most organizations think. Eric Schaeffer and David Sovie show how this reinvention is made possible: by AI and digital technologies, such as IoT sensors, blockchain, advanced analytics, cloud and edge computing. They show how to deliver truly intelligent, and potentially even autonomous, products with the more personalized and compelling experiences that today's users, consumers and enterprises expect. *Reinventing the Product* makes a stringent case for companies to rethink their product strategy, their innovation and engineering processes, and the entire culture to build the future generations of successful 'living products'. Featuring case studies from global organizations such as Faurecia, Signify, Symmons and Haier and interviews with thought leaders and business executives from top companies including Amazon, ABB, Tesla, Samsung and Google, this book provides practical advice for product-making companies as they embark on, or accelerate, their digitization journey.

The Curve May 12 2021 *The Curve* is a new way of doing business and of seeing the world. In the digital age everyone struggles to answer one question- how do I get people to pay when so much is free? The answer is *The Curve*. Whatever business or creative field you are in, Nicholas Lovell's startling book encourages you to embrace giving some things away for free. By stimulating interest and cultivating communities, you'll build relationships with your audience and your fans, who'll want more of what they love. With stories ranging from musicians and artists to gaming and flour companies, from Kickstarter to Angry Birds, *The Curve* shows how to connect with people - and make them happy to pay up for the very best you can offer. 'A neatly forged, comprehensive model any business can lucratively exploit.' Observer 'How do you make money when cyberspace is heaving with freeloaders who expect to get their news, games, software and music free? Nicholas Lovell offers a new business orthodoxy- he reckons the key to online commerce is a curve.' Sunday Times Books of the Year

The Good Jobs Strategy Mar 30 2020 Explains how today's workers are a company's greatest asset and should be treated as such and discusses the flaws in the trend that sent service, manufacturing and retail sector jobs overseas in an effort to stay competitive through reduced wages and benefits. 25,000 first printing.

Customer Education Apr 11 2021 Today's software companies can't afford to be passive with their customers. As software moves to the web and becomes more consumerized, software companies can only grow if their current customers renew and grow over time. Otherwise those customers will leave, creating a "leaky bucket" of revenue. So, what are smart, innovative companies doing before they end up with severe churn problems? Forward-thinking companies invest in Customer Education early as a way to drive customer growth and maximize lifetime value in a scalable way. Over time, this function has the potential to differentiate a company in the market. Consider this book a survival guide to investing in a Customer Education function, including: -How to drive a Customer Education strategy across your customer lifecycle-Tips for creating killer content that will actually lead to customer performance-What tools to implement as part of your technology stack-Measurement strategies for improving your content and showing ROI-And more...

The Ends Game Jun 25 2022 How some firms are rewriting the rules of commerce by pursuing "ends"--actual outcomes--rather than selling "means"--their products and services. Would you rather pay for health care or for better health? For school or education? For groceries or nutrition? A car or transportation? A theater performance or entertainment? In *The Ends Game*, Marco Bertini and Oded Koenigsberg describe how some firms are rewriting the rules of commerce: instead of selling the "means" (products and services), they adopt innovative revenue models to pursue the "ends" (actual outcomes). They show that paying by the pill, semester, food item, vehicle, or show does not necessarily reflect the value that customers actually derive from their purchases. Revenue models anchored on the ownership of products, they argue, are patently inferior.

The Dollarization Discipline Feb 09 2021 How companies turn value-added into real profits *The Dollarization Discipline* shows organizations and marketers how to effectively communicate the economic value created by their products and services. Too often, when companies compete using conventional sales and marketing approaches, they force customers to make financial decisions (how much to spend), based on non-financial arguments (product features and benefits). On this playing field, the company that can show true financial advantage in real dollars and cents wins every time. This book offers a step-by-step strategy for doing just that. Every day, good companies suffer because they create value for customers but aren't able to keep their fair share. This is because most marketers can't fully explain the value customers get from their products, and the argument falls to the lowest common denominator-price. The solution is an approach to sales and marketing that goes beyond articulating features and benefits, but calculates the monetary value a customer receives from a product or service. This enables the seller to price the product as a true reflection of its value-and also let's the seller prove it to the customer! With real case studies and detailed, step-by-step guidance on effective dollarization, *The Dollarization Discipline* finally offers a practical, straightforward way for marketers and business leaders to prove the value of their "value-added." Jeffrey J. Fox (Gilford, New Hampshire) is the founder and President of Fox & Company, Inc., a marketing consulting firm. Fox is also the author of the bestsellers *How to Become a CEO*, *How to Become a Rainmaker*, and *How to Become a Great Boss*. Richard C. Gregory (Farmington, Connecticut) is a Senior Consultant with Fox & Company.

Open Strategy Jul 02 2020 How smart companies are opening up strategic initiatives to involve front-line employees, experts, suppliers, customers, entrepreneurs, and even competitors. Why are some of the world's most successful companies able to stay ahead of disruption, adopting and implementing innovative strategies, while others struggle? It's not because they hire a new CEO or expensive consultants but rather because these pioneering companies have adopted a new way of strategizing. Instead of keeping strategic deliberations within the C-Suite, they open up strategic initiatives to a diverse group of stakeholders—front-line employees, experts, suppliers, customers, entrepreneurs, and even competitors. Open Strategy presents a new philosophy, key tools, step-by-step advice, and fascinating case studies—from companies that range from Barclays to Adidas—to guide business leaders in this groundbreaking approach to strategy. The authors—business-strategy experts from both academia and management consulting—introduce tools for each of the three stages of strategy-making: idea generation, plan formulation, and implementation. These are digital tools (including strategy contests), which allow the widest participation; hybrid digital/in-person tools (including a “nightmare competitor challenge”); a workshop tool that gamifies the business model development process; and tools that help companies implement and sustain open strategy efforts. Open strategy has an astonishing track record: a survey of 200 business leaders shows that although open-strategy techniques were deployed for only 30 percent of their initiatives, those same initiatives generated 50 percent of their revenues and profits. This book offers a roadmap for this kind of success.

The Curve Sep 04 2020 A guide for companies in an age where consumers are expecting products to be minimally priced explains how to become profitable through a small number of high-spender customers, revealing evolving trends in music, publishing and video games to outline strategies for forging successful relationships with a loyal customer base.

Monetizing Innovation Oct 29 2022 Surprising rules for successful monetization Innovation is the most important driver of growth. Today, more than ever, companies need to innovate to survive. But successful innovation—measured in dollars and cents—is a very hard target to hit. Companies obsess over being creative and innovative and spend significant time and expense in designing and building products, yet struggle to monetize them: 72% of innovations fail to meet their financial targets—or fail entirely. Many companies have come to accept that a high failure rate, and the billions of dollars lost annually, is just the cost of doing business. Monetizing Innovations argues that this is tragic, wasteful, and wrong. Radically improving the odds that your innovation will succeed is just a matter of removing the guesswork. That happens when you put customer demand and willingness to pay in the driver seat—when you design the product around the price. It's a new paradigm, and that opens the door to true game change: You can stop hoping to monetize, and start knowing that you will. The authors at Simon Kucher know what they're talking about. As the world's premier pricing and monetization consulting services company, with 800 professionals in 30 cities around the globe, they have helped clients ranging from massive pharmaceuticals to fast-growing startups find success. In Monetizing Innovation, they distil the lessons of thirty years and over 10,000 projects into a practical, nine-step approach. Whether you are a CEO, executive leadership, or part of the team responsible for innovation and new product development, this book is for you, with special sections and checklist-driven summaries to make monetizing innovation part of your company's DNA. Illustrative case studies show how some of the world's best innovative companies like LinkedIn, Uber, Porsche, Optimizely, Draeger, Swarovski and big pharmaceutical companies have used principles outlined in this book. A direct challenge to the status quo “spray and pray” style of innovation, Monetizing Innovation presents a practical approach that can be adopted by any organization, in any industry. Most monetizing innovation failure point home. Now more than ever, companies must rethink the practices that have lost countless billions of dollars. Monetizing Innovation presents a new way forward, and a clear promise: Go from hope to certainty.

Green Giants Oct 17 2021 What do Brazil's top beauty brand, America's second-fastest-growing restaurant chain, and the world's third bestselling car have in common? They are shattering the myth that acting sustainably and building a billion-dollar business are mutually exclusive. Green Giants examines nine companies that are merging social responsibility with wild profitability—and reveals the six factors responsible for their success, including: Iconoclastic Leadership fueled by deep conviction and a rebellious streak * Disruptive Innovation that uses sustainability to spur the development of radically better products and services * A Higher Purpose that ignites the company—when the mission leads, profits follow * Mainstream Appeal with positioning and packaging stripped of the crunchy clichés that alienate the average customer. This new breed of billion-dollar businesses proves it's possible to achieve enormous success while implementing sustainable principles that help consumers live better lives. Ranging from start-ups to business lines incubated within major multinationals, these companies collectively represent over \$60 billion in revenue. What's more—many command wider profit margins and are growing faster than their conventional counterparts. Packed with eye-opening research, exclusive interviews, and enlightening examples from Chipotle, Toyota, Unilever, Tesla, General Electric, and more, Green Giants serves as a blueprint for sustainable success that anyone can follow.

The Data Asset Nov 06 2020 An indispensable guide that shows companies how to treat data as a strategic asset Organizations set their business strategy and direction based on information that is available to executives. The Data Asset provides guidance for not only building the business case for data quality and data governance, but also for developing methodologies and processes that will enable your organization to better treat its data as a strategic asset. Part of Wiley's SAS Business Series, this book looks at Business Case Building; Maturity Model and Organization Capabilities; 7-Step Programmatic Approach for Success; and Technologies Required for Effective Data Quality and Data Governance and, within these areas, covers Risk mitigation Cost control Revenue optimization Undisciplined and reactive organizations Proactive organizations Analysis, improvement, and control technology Whether you're a business manager or an IT professional, The Data Asset reveals the methodology and technology needed to approach successful data quality and data governance initiatives on an enterprise scale.

Green Giants May 24 2022 What do Brazil's top beauty brand, America's second-fastest-growing restaurant chain, and the world's third bestselling car have in common—besides achieving enormous success with revenue in the tens of billions? They are doing it all while holding to their convictions of implementing sustainable principles that help consumers live better lives. But they aren't the only ones. Green Giants examines nine companies—including Chipotle, Toyota, Unilever, Tesla, General Electric, and more—who have established the blueprint for sustainable success that anyone can follow. Author Freya Williams, an early pioneer of the modern sustainable business movement, discovered six factors responsible for the overwhelming success of these nine socially responsible companies: The Iconoclastic Leader Disruptive Innovation A Higher Purpose Built In, Not Bolted On Mainstream Appeal New Behavioral Contract Packed with eye-opening research, exclusive interviews, and enlightening examples, Green Giants serves as your blueprint for merging wild profitability with social responsibility.

Organizational Intelligence Oct 05 2020
Copycats Aug 27 2022 "In business, imitation gets a bad rap: some business leaders see imitators as 'me too' players forced to copy because they have nothing original to offer. In Copycats, Oded Shenkar challenges this viewpoint. He reveals how imitation - the exact or broad-brushed copying of an innovation - is as critical to prosperity as innovation, especially when the two are used together."--Inside jacket.