

The Value Profit Chain Treat Employees Like Customers And Customers Like Employees

Optimizing Organization Design offers a comprehensive resource and valued guide for anyone interested in improving organization performance. The book presents an approach to optimizing organization design that is based on over 100 large scale projects and 23 research studies that have been completed by Capelle Associates over the past 25 years. In addition, the book includes insightful comments from executives on their success in using this approach. Capelle's research and client experience reveal that optimizing organization design leads to better financial performance, customer satisfaction and employee engagement. It can provide a competitive advantage and a significant return on investment. It can also become the foundation of both strategy implementation and human resource management. Capelle shows that organization design includes the alignment of a number of critical factors, including positions (vertical and functional), accountabilities and authorities (managerial and cross functional), people, deliverables and tasks. He shows that manager – direct report alignment is the single most important organization design variable. His research also shows that it is suboptimal nearly half the time. This is a horrendous waste of talent and capability, but also provides a significant opportunity for improvement in organization performance. Optimizing Organization Design clearly explains how to implement organization design improvements. This approach includes people change management, project management, and a cascading, iterative approach that is based on teams and involves education, doing real work and feedback. In addition, Optimizing Organization Design includes special sections on the role of the Board of Directors, project management, process management and compensation. In addition, the author has included four case studies and a useful glossary.

Six Sigma changed the face of manufacturing quality. Now, HumanSigma is poised to do the same for sales and services. Human Sigma offers an innovative research-based approach to one of the toughest challenges facing sales and services companies today: how to effectively manage the employee-customer encounter to drive business success. What would your company look like if you could increase the revenue and profitability potential of every customer by more than 20 percent? What if you could double the productivity of every employee? And what if these two phenomena together could drive overall organizational performance exponentially? What would your company look like? And how would you go about creating this kind of change? One thing is certain: Business leaders are never going to inspire higher levels of employee productivity and build more passionate customer relationships by doing the same things they have tried for the past 25 years. Business leaders need something fresh. Something new. The last thing they need is more of the same old conventional wisdom about "satisfying" their employees and their customers. Based on solid research by the Gallup Organization, Stan Phelps and line managers alike who are looking for a way to dramatically increase productivity, retain a base of high value customers, and improve overall business performance. Human Sigma is - Rigorous: Based on research involving hundreds of companies, and over 10 million employees and 10 million customers around the world. • Innovative: Cutting-edge management science supported by data, including brain imaging research into customer's emotional connections to the companies they love. • Practical: The principles in the book were developed from observations of real-life successes, not some fictional freaks-of-nature that exist only in a laboratory. As such, the lessons contained in the book have been tested in the real world, and can be applied in many situations. • Interactive: The book contains a code that can be used to estimate the potential value of HumanSigma to readers' organizations.

Why we don't really want simplicity, and how we can learn to live with complexity. If only today's technology were simpler! It's the universal lament, but it's wrong. In this provocative and informative book, Don Norman writes that the complexity of our technology must mirror the complexity and richness of our lives. It's not complexity that's the problem. It's bad design. Bad design complicates unnecessarily and confuses us. Good design can tame complexity. Norman gives us a crash course in the virtues of complexity. Designers have to produce things that tame complexity. But we too have to do our part: we have to take the time to learn the structure and practice the skills. This is how we mastered reading and writing, driving a car, and playing sports, and this is how we can master technology. Complexity is good. Simplicity is misleading. The good life is complex, rich, and rewarding—but only if it is understandable, sensible, and meaningful.

"[This book is] the most authoritative assessment of the advantages and disadvantages of recent trends toward the commercialization of health care," says Robert Pear of The New York Times. This major study by the Institute of Medicine examines virtually all aspects of for-profit health care in the United States, including the quality and availability of health care, the cost of medical care, access to care, and the ethical issues in for-profit health care. "The report makes a lasting contribution to the policy literature."—Journal of Health Politics, Policy and Law.

Treat Employees Like Customers and Customers Like

Service Leadership

For-Profit Enterprise in Health Care

Just Start

The Progress Principle

Strategies for Small Manufacturers

A Guide to Aspirational Marketing

Alex Rogo is a harried plant manager working ever more desperately to try and improve performance. His factory is rapidly heading for disaster. So is his marriage. He has ninety days to save his plant - or it will be closed by corporate HQ, with hundreds of job losses. It takes a chance meeting with a colleague from student days - Jonah - to help him brainstorm potential ways to save what needs to be done. Described by Fortune as a "gutsy, no-holds-barred Businessweek as a 'geometric' Elyahu Eli Goldrat, an internationalist, a pioneer in the development of new business management concepts and systems. This 20th anniversary edition includes a series of detailed case study interviews by David Whitford, Editor at Large, Fortune Small Business, which explore how organizations around the world have been transformed by Eli Goldrat's ideas. The story of Alex's fight to save his plant contains a serious message for all managers in industry and explains the ideas which underlie the Theory of Constraints (TOC) developed by Eli Goldrat. Written in a fast-paced thriller style, The Goal is the gripping novel which is transforming management thinking throughout the Western world. It is a book to recommend to your friends in industry - even to your bosses - but not to your competitor!

Concise reviews, tips & methods for making patient engagement effective. The third book by e-Patient Dave, cancer beater, blogger, internationally known keynote speaker and advocate for patient engagement; co-founder and past co-chair of the Society for Participatory Medicine. Profile: www.ePatientDave.com/about-dave The book's web page: http://epatientdave.com/let-patients-help Buyers of the earlier pre-release editions will be offered 50% off on this final edition. Stay tuned for details.

From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—including all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience."—Library Journal (starred review) "I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing problems in our work lives: how to do a job with grace, confidence, and a sense of humor."—Robert Sutton, Stanford professor and author of The No Asshole Rule and The Asshole Survival Guide "Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way."—Erin Lowry, author of Broke Millennial: Stop Scraping By and Get Your Financial Life Together

Developed from celebrated Harvard statistics lectures, Introduction to Probability provides essential language and tools for understanding statistics, randomness, and uncertainty. The book explores a wide variety of applications and examples, ranging from coincidences and paradoxes to Google PageRank and Markov chain Monte Carlo (MCMC).

Additional

Creating Breakthroughs in Service Firms

Pain Management and the Opioid Epidemic

A Path Forward

Relationship Marketing

Putting the Service Profit Chain to Work for Unbeatable Competitive Advantage

Lifestyle Brands

Statistical Forensic Science in the United States

The managed flow of goods and information from raw material to final sale also known as a "supply chain" affects everything—from the U.S. gross domestic product to where you can buy your jeans. The nature of a company's supply chain has a significant effect on its success or failure—as in the success of Dell Computer's make-to-order system and the failure of General Motor's vertical integration during the 1998 United Auto Workers strike. Supply Chain Integration looks at this crucial component of business at a time when product design, manufacture, and delivery are changing radically and globally. This book explores the benefits of continuously improving the relationship between the firm, its suppliers, and its customers to ensure the highest added value. This book identifies the state-of-the-art developments that contribute to the success of vertical tiers of suppliers and relates these developments to the capabilities that small and medium-sized manufacturers must have to be viable participants in this system. Strategies for attaining these capabilities through manufacturing extension centers and other technical assistance providers at the national, state, and local level are suggested. This book identifies action steps for small and medium-sized manufacturers—the "seed corn" of business start-up and development—to improve supply chain management. The book examines supply chain models from consultant firms, universities, manufacturers, and associations. Topics include the roles of suppliers and other supply chain participants, the rise of outsourcing, the importance of information management, the natural tension between buyer and seller, sources of assistance to small and medium-sized firms, and a host of other issues. Supply Chain Integration will be of interest to industry policymakers, economists, researchers, business leaders, and forward-thinking executives.

Entire service businesses have been built around the ideas of Heskett, Sasser, and Schlesinger, pioneers in the world of service. Now they test their ideas against the actual experiences of successful and unsuccessful practitioners, as well as against demands of the future, in a book service leaders around the world will use as a guide for years to come. The authors cover every aspect of optimal service leadership: the best hiring, training, and workplace organization practices; the creation of operating strategies around areas such as facility design, capacity planning, queue management, and more; the use—and misuse!—of technology in delivering top-level service; and practices that can transform local customers into owners.

Looking ahead, the authors describe the world of great service leaders in which [both/and] thinking replaces trade-offs. It's a world in which new ideas will be tested against the sine qua non of the [service/trade]/wins for employees, customers, and investors. And it's a world in which the best leaders admit that they don't have the answers and create organizations that learn, innovate, [sense and respond], operate with fluid boundaries, and seek and achieve repeated strategic success. Using examples of dozens of companies in a wide variety of industries, such as Apollo Hospitals, Châteaufort, Starbucks, Amazon, Disney, Progressive Insurance, the Dallas Mavericks, Whole Foods, IKEA, and many others, the authors present a narrative of remarkable successes, unnecessary failures, and future promise.

La 4è de couv. indienne : "Marketing An Introduction introduces students at all levels, undergraduate, postgraduate and professional courses, to marketing concepts. It focuses on how to build profitable customer relationships by encouraging students to apply concepts to real commercial practice through numerous case studies from around the world. Now updated with the latest ideas in digital marketing such as big data, analytics and social marketing as well as up-to-date case studies from a range of consumer and industrial brands including Netflix, Aldi, Spotify, Philips, Renault and Airbus 380, this fourth edition combines the clarity and authority of the Kotler brand within the context of European marketing practice. Marketing An Introduction makes learning and teaching marketing more effective, easier and more enjoyable. The text's approachable style and design are well suited to cater to the enormous variety of students taking introductory marketing classes."

What happens when Cooper, a newly adopted puppy, takes up residence in Henry's home? The little pooch sure is adorable, but who knew he had so much to learn! Love Me Gently is a kid's guide to man's best friend. It captures the everyday challenges of raising a pup through a child's eye. But who is teaching who? Henry may be coaching Cooper, but he is also discovering valuable lessons about responsibility, unconditional love, patience, and kindness along the way!

Brilliant Business Models in Healthcare

Ask a Manager

Principles of Marketing

Love Me Gently

Hearing on the Real Estate Crisis

Let patients help : a patient "engagement" handbook - how doctors, nurses, patients and caregivers can partner for better care

Exceptional Service, Exceptional Profit

Hundreds of large organizations worldwide have used the groundbreaking Service Profit Chain to improve business performance. Now The Ownership Quotient reveals the next generation of the chain: customer and employee "owners" of your business. Employee-owners exhibit such enthusiasm for their organization that they infect countless customers with similar attitudes and behaviors. Customer-owners are in turn so satisfied with their experience that they relate their stories to others, persuade them to try your product, and provide constructive criticism and new product ideas. As a new generation of managers has been changing the way that products and services are designed and delivered, authors Heskett, Sasser, and Wheeler have followed the evolution of this new ownership model. Case studies from companies as diverse as Harrah's Entertainment, ING Direct, Build-a-Bear Workshop, and Wegmans Food Markets bring home the central principle of engagement - and showcase ways to raise the ownership quotient among both your employees and your customers. With the authors' decades of consulting and research paving the way, you'll learn to identify your customer-owners; consistently exceed their expectations in ways they truly appreciate; and foster, measure, and grow the Ownership Quotient throughout your company. An organization that learns how to cultivate an ownership attitude creates a self-reinforcing relationship between customers and front-line employees. The lifetime value of a customer-owner can be equivalent to that of more than a hundred typical customers. And that makes the lifetime value of an employee who can promote customer ownership priceless. This powerful and practical book shows you how to add that value to your company and delight your employees, customers, and investors. Is your organization ready to make the transition to an ownership state of mind?

Establishing, developing, or promoting a brand or product in a market stems from aligning divisions within an organization, with the perspective of providing value to customers – an idea which is known as internal marketing. Unlike external marketing, internal marketing ensures that organizational divisions are aligned in the marketing strategies, so that the resultant external marketing is effective and not impeded by internal shortcomings. This book provides a comprehensive review of internal marketing research and illustrates the role of internal marketing in enhancing the capabilities of a company's internal resources. Putting forward a guiding principle for business practices by considering such questions from a multilateral perspective, this book is a must-read for practitioners and academics alike.

To compete with today's increasing globalization and rapidly evolving technologies, individuals and organizations must take their ability to learn—the foundation for continuous improvement, operational excellence, and innovation—to a much higher level. In Learn or Die, Edward D. Hess combines recent advances in neuroscience, psychology, behavioral economics, and education with key research on high-performance businesses to create an actionable blueprint for becoming a leading-edge learning organization. Learn or Die examines the process of learning from an individual and an organizational standpoint. From an individual perspective, the book discusses the cognitive, emotional, motivational, attitudinal, and behavioral factors that promote better learning. Organizational Learn or Die focuses on the kinds of structures, culture, leadership, employee learning behaviors, and human resource policies that are necessary to create an environment that enables critical and innovative thinking, learning conversations, and collaboration. The volume also provides strategies to mitigate the reality that humans can be reflexive, lazy thinkers who seek confirmation of what they believe to be true and affirmation of their self-image. Exemplar learning organizations discussed include the secretive Bridgewater Associates, LP; Intuit, Inc.; United Parcel Service (UPS); W. L. Gore & Associates; and IDEO.

What do brands like Apple, Diesel, Abercrombie & Fitch and Virgin have in common and what differentiates them from other brands? These brands are able to maintain a relationship with their clients that goes beyond brand loyalty. This gives a complete analysis of Lifestyle Brands, that inspire, guide and motivate beyond product benefits alone.

Accountability in Human Resource Management

Strategic Performance Management

Take Action, Embrace Uncertainty, Create the Future

Using Small Wins to Ignite Joy, Engagement, and Creativity at Work

The Value Profit Chain

A Consumer Experience Approach

A Comprehensive, Easy to Read Guide for Increasing Profits

There's significant evidence that an effective organizational culture provides a major competitive edge—higher levels of employee and customer engagement and loyalty translate into higher growth and profits. Many business leaders know this, yet few are doing much to improve their organizations' cultures. They are discouraged by misguided beliefs that an executive span are too short for meaningful transformation. James Heskett provides a roadmap for achievable and fast-paced culture change. He demonstrates that an effective culture supplies the trust that makes managing change of all kinds easier. It provides a foundation on which changes in strategy can be based, and it's a competitive edge that can't easily be hacked by the world. Heskett details how organizational culture makes employees more loyal, more productive, and more creative. He discusses how to quantify its effects in order to set the notion of culture change to the organization and considers how to preserve an organization's culture in the face of the trend toward remote work hastened by the COVID-19 pandemic. Significant changes in a surprisingly short time span. Win from Within offers a playbook for developing and deploying culture that enables outsized results. It is a groundbreaking demonstration of organizational culture's role as a foundation for strategic success—and its measurable impact on the bottom line.

Drug overdose, driven largely by overdose related to the use of opioids, is now the leading cause of unintentional injury death in the United States. The ongoing opioid crisis lies at the intersection of two public health challenges: reducing the burden of suffering from pain and containing the rising toll of the harms that can arise from the use of opioid medications. It represents complex human conditions affecting millions of Americans and causing untold disability and loss of function. In the context of the growing opioid problem, the U.S. Food and Drug Administration (FDA) launched an Opioids Action Plan in early 2016. As part of this plan, the FDA asked the National Academies of Sciences, Engineering, and Medicine to convene science on pain research, care, and education and to identify actions the FDA and others can take to respond to the opioid epidemic, with a particular focus on informing FDA's development of a formal method for incorporating individual and societal considerations into its risk-benefit framework for opioid approval and monitoring.

The ultimate resource for marketing professionals Today's marketers are challenged to create vibrant, interactive communities of consumers who make products and brands a part of their daily lives in a dynamic world. Marketing, in its 9th Australian edition, continues to be the authoritative principles of marketing resource, delivering holistic, relevant, cutting edge delivers the theory that will form the cornerstone of your marketing studies, and shows you how to apply the concepts and practices of modern marketing science. Comprehensive and complete, written by industry-respected authors, this will serve as a perennial reference throughout your career.

How do you promote better learning, Organizational Learn or Die focuses on the kinds of structures, culture, leadership, employee learning behaviors, and human resource policies that are necessary to create an environment that enables critical and innovative thinking, learning conversations, and collaboration. The volume also provides strategies to mitigate the reality that humans can be reflexive, lazy thinkers who seek confirmation of what they believe to be true and affirmation of their self-image. Exemplar learning organizations discussed include the secretive Bridgewater Associates, LP; Intuit, Inc.; United Parcel Service (UPS); W. L. Gore & Associates; and IDEO.

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The Value Profit Chain

A Consumer Experience Approach

A Comprehensive, Easy to Read Guide for Increasing Profits

There's significant evidence that an effective organizational culture provides a major competitive edge—higher levels of employee and customer engagement and loyalty translate into higher growth and profits. Many business leaders know this, yet few are doing much to improve their organizations' cultures. They are discouraged by misguided beliefs that an executive span are too short for meaningful transformation. James Heskett provides a roadmap for achievable and fast-paced culture change. He demonstrates that an effective culture supplies the trust that makes managing change of all kinds easier. It provides a foundation on which changes in strategy can be based, and it's a competitive edge that can't easily be hacked by the world. Heskett details how organizational culture makes employees more loyal, more productive, and more creative. He discusses how to quantify its effects in order to set the notion of culture change to the organization and considers how to preserve an organization's culture in the face of the trend toward remote work hastened by the COVID-19 pandemic. Significant changes in a surprisingly short time span. Win from Within offers a playbook for developing and deploying culture that enables outsized results. It is a groundbreaking demonstration of organizational culture's role as a foundation for strategic success—and its measurable impact on the bottom line.

Drug overdose, driven largely by overdose related to the use of opioids, is now the leading cause of unintentional injury death in the United States. The ongoing opioid crisis lies at the intersection of two public health challenges: reducing the burden of suffering from pain and containing the rising toll of the harms that can arise from the use of opioid medications. It represents complex human conditions affecting millions of Americans and causing untold disability and loss of function. In the context of the growing opioid problem, the U.S. Food and Drug Administration (FDA) launched an Opioids Action Plan in early 2016. As part of this plan, the FDA asked the National Academies of Sciences, Engineering, and Medicine to convene science on pain research, care, and education and to identify actions the FDA and others can take to respond to the opioid epidemic, with a particular focus on informing FDA's development of a formal method for incorporating individual and societal considerations into its risk-benefit framework for opioid approval and monitoring.

The ultimate resource for marketing professionals Today's marketers are challenged to create vibrant, interactive communities of consumers who make products and brands a part of their daily lives in a dynamic world. Marketing, in its 9th Australian edition, continues to be the authoritative principles of marketing resource, delivering holistic, relevant, cutting edge delivers the theory that will form the cornerstone of your marketing studies, and shows you how to apply the concepts and practices of modern marketing science. Comprehensive and complete, written by industry-respected authors, this will serve as a perennial reference throughout your career.

How do you promote better learning, Organizational Learn or Die focuses on the kinds of structures, culture, leadership, employee learning behaviors, and human resource policies that are necessary to create an environment that enables critical and innovative thinking, learning conversations, and collaboration. The volume also provides strategies to mitigate the reality that humans can be reflexive, lazy thinkers who seek confirmation of what they believe to be true and affirmation of their self-image. Exemplar learning organizations discussed include the secretive Bridgewater Associates, LP; Intuit, Inc.; United Parcel Service (UPS); W. L. Gore & Associates; and IDEO.

What do brands like Apple, Diesel, Abercrombie & Fitch and Virgin have in common and what differentiates them from other brands? These brands are able to maintain a relationship with their clients that goes beyond brand loyalty. This gives a complete analysis of Lifestyle Brands, that inspire, guide and motivate beyond product benefits alone.

Accountability in Human Resource Management

Strategic Performance Management

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Strategic human capital management (HCM) is not just a measurement focused approach to human resource management (HRM). It is certainly not a decision science in which people can be managed as a result of quantitative analysis and financial valuation. In fact, it is probably more of an art than a science and is a way of leading people to unlock great business performance. Strategic HCM focuses all people management and development practices on maximizing the capability and engagement of the people working for an organization to create valuable intangible capability, human capital, which enables the organization to take full advantage of potential business opportunities. Unlike HRM which focuses on getting closer and closer to the business, strategic HCM draws its energy from people, from their individual strengths, interests and motivations, which, aligned with long-term business strategy, can increasingly provide the main basis for differentiation and competitive advantage. However, the perspective also recognizes that measurement is important, and the book outlines an approach to measurement which recognizes the importance of knowledge, complexity, best fit and intangibility. Pulling together seemingly disparate strands of thinking, the book calls for a paradigm change in which people really are seen as an organisation's most important asset, and are managed in a way that reflects this fact. The text includes case studies from leading private and public sector organizations and commentary from HR practitioners and academics.

From selection and assessment, to training and development, and reward management, all HR functions have an impact on an organization. Ever-present budgetary pressures mean that there is perpetual competition for resources, so HR departments must be able to account for and justify their contribution to the bottom line. This practical text presents a results-based approach to HR accountability, which explains how to: Uncover and monitor the costs of HR programs Develop programs emphasizing accountability Collect data for evaluation Measure the contribution of human resources Calculate HR's return on investment This new edition is fully revised and updated to reflect developments in the field, such as the rise of talent management and the increased role of technology in HR measurement, and is supported with international examples throughout. New chapters have been added to address business alignment, HR scorecards, analytics maturity, and international applications of the methodology. Case studies, tool templates and lecture slides are provided as online supplements for HR practitioners and students. Accountability in Human Resource Management 2nd Edition is a complete and detailed guide suitable for HR professionals and students on advanced human resource management courses.

This exciting resource examines pioneering, successful business models in healthcare services, emphasizing bold and innovative entrepreneurship in creating care delivery that is accessible, affordable, and effective. Expert contributors supply fascinating case studies of visionary principles at work in hospitals, specialist care, eHealth providers, and insurers along with practical guidance on building and sustaining a vision, a brand, an organization, and a loyal base of clients, employees, and investors. Featured companies demonstrate how moving beyond conventional patient/provider, service/cost, and other relationships can translate into improvements that benefit clients' health and stakeholders' bottom line as well as the larger community and potentially the world. Coverage analyzes key attributes of these successful entities, detailing key challenges, funding issues, and especially breakthrough goals, including: Strengthening mutual caring and sharing Letting prevention and self-management work. Patient-centered organization of information and everyday care. Deploying services and instruments to help customers take control. Implementing differentiation in specialized healthcare. The result is crucial takeaways for creating transformational business models in health fields. Approachably written and brimming with infographics, Brilliant Business Models in Healthcare provides inspiring role models for entrepreneurs, managers, consultants, and professionals in the healthcare sector, including providers, insurers, technology suppliers, and pharmacists.

James Heskett, Earl Sasser, and Leonard Schlesinger reveal powerful new evidence that paying close attention to the employee-customer relationship will enable any organization to be a low-cost provider and achieve superior results -- proving that you can have it all, a goal thought inadvisable just a few short years ago. At the heart of this bold assertion is the authors' indisputable conclusion supported by thirty-one years of groundbreaking research: today's employee satisfaction, loyalty, and commitment strongly influences tomorrow's customer satisfaction, loyalty, and commitment and ultimately the organization's profit and growth -- a quantifiable set of associations the authors call the value profit chain. In what may be the most far-reaching study ever undertaken of the strategic importance of the employee-customer relationship, Heskett, Sasser, and Schlesinger offer profound new insights into the life-long value of both employees and customers and the increasingly important concept of employee-relationship management. Readers will discover how organizations as diverse as aluminum maker Alcoa, travel agency Rosenbluth International, and the Willow Creek Community Church treat employees like customers (in the case of Willow Creek, volunteers as well). Conversely, the authors show how advertising agency Merkey Newman Harty and financial services provider ING Direct treat customers like employees, pursuing the ones they want most. At the Vanguard Group, Cisco Systems, and Southwest Airlines, both practices are common. The authors explain how these organizations and many others -- whether large or small, public or private, or not-for-profit -- achieve profitability and growth or the equivalent by leveraging results and process quality to deliver differentiated products and services at the lowest cost. Timely, essential, and important reading, The Value Profit Chain should be readily accessible on the desk of every forward-thinking manager.

Marketing
Build Organizational Culture for Competitive Advantage

The Ownership Quotient
Two Factor Theory of Customer Service
Caste (Oprah's Book Club)

A Process of Ongoing Improvement
The Goal

Scores of talented and dedicated people serve the forensic science community, performing vitally important work. However, they are often constrained by lack of adequate resources, sound policies, and national support. It is clear that change and advancements, both systematic and scientific, are needed in a number of forensic science disciplines to ensure the reliability of practices with consistent application. Strengthening Forensic Science in the United States: A Path Forward provides a detailed plan for addressing these needs and suggests the creation of a new government entity, the National Institute of Forensic Science, to establish and enforce standards within the forensic science community. The benefits of improving and regulating enforcement officials, enhancing homeland security, and reducing the risk of wrongful conviction and exoneration. Strengthening Forensic Science in the United States gives a full account of what is needed to advance the forensic science disciplines, including upgrading of systems and organizational structures, better training, widespread adoption of uniform and enforced protocols, and improved communication. It also addresses the need for a national network of forensic science educators, who are currently in short supply. While this book provides an essential call-to-action for congress and policy makers, it also serves as a vital tool for law enforcement agencies, criminal prosecutors and attorneys, and forensic science educators.

Customer service experts Leonardo Inghilleri and Micah Solomon's anticipatory customer service approach was first developed at The Ritz-Carlton as well as at Solomon's company Oasis, and has since proven itself in countless companies around the globe--from luxury giant BVLGARI to value-sensitive auto parts leader Carquest and everywhere in between. Their experiential approach to customer service--and best protection from competitive inroads--is to put everything you can into cultivating true customer loyalty. Exceptional Service, Exceptional Profit takes the milted money for these brands and reveals how you can apply them to your own business to provide the kind of exceptional service that nearly guarantees loyalty. Soon, you'll be raving about your brand, and your competitors will be begging you to share the secret. Filled with detailed, behind-the-scenes examples, this award-winning book unlocks a new level of customer relationship that leaves your competitors in the dust, your customers coming back day after day, and your bottom line looking better than it ever has before.

Service Profit Chain
The Relational Lens
Surviving Supply Chain Integration
The 48 Laws Of Power