

The Halo Effect And The Eight Other Business Delusions That Deceive Managers

A "business book with a heart," The Halo Effect illustrates how inspiration in careers and in lives can be renewed by service to others. Volunteer work can help you learn new skills, meet new people, and develop a whole new perspective on your goals. A complete resource that outlines everything you need to know about volunteer work, The Halo Effect includes an appendix that lists and describes the best volunteer organizations that need your help today.

The Halo Effect . . . and the Eight Other Business Delusions That Deceive ManagersSimon and Schuster

The present research examined the influences of the halo effect and the similar-to-me effect on physical and sexual attractiveness for hiring decisions. It was hypothesized that the halo effect would cause applicants rated highly in physical and sexual attractiveness to receive higher ratings of hireability than unattractive applicants. However, if the similar-to-me effect is influential for levels of attractiveness in hiring situations, participants who rated themselves as less attractive should favor unattractive applicants. The results did not show an interaction between participant self-ratings and ratings of hireability, indicating the similar-to-me effect does not apply to physical or sexual attractiveness. There was a main effect of sexual attractiveness of the applicant for hireability, showing support for the halo effect. This effect was only found for White applicants, potentially due to in-group bias and out-group homogeneity.

The "Halo Effect"

Virtues, Democracy, and Online Media

The Influence on the Halo Effect of Training, Method, and Intensity of Relationship

An Experiment

An Unauthorized Look at the Most Successful Video Game of All Time

#1 NEW YORK TIMES BESTSELLER • More than two million copies in print! The premier resource for how to deliver results in an uncertain world, whether you ' re running an entire company or in your first management job. " A must-read for anyone who cares about business. " —The New York Times When Execution was first published, it changed the way we did our jobs by focusing on the critical importance of " the discipline of execution " : the ability to make the final leap to success by actually getting things done. Larry Bossidy and Ram Charan now reframe their empowering message for a world in which the old rules have been shattered, radical change is becoming routine, and the ability to execute is more important than ever. Now and for the foreseeable future: • Growth will be slower. But the company that executes well will have the confidence, speed, and resources to move fast as new opportunities emerge. • Competition will be fiercer, with companies searching for any possible advantage in every area from products and technologies to location and management. • Governments will take on new roles in their national economies, some as partners to business, others imposing constraints. Companies that execute well will be more attractive to government entities as partners and suppliers and better prepared to adapt to a new wave of regulation. • Risk management will become a top priority for every leader. Execution gives you an edge in detecting new internal and external threats and in weathering crisis that can never be fully predicted. Execution shows how to link together people, strategy, and operations, the three core processes of every business. Leading these processes is the real job of running a business, not formulating a " vision " and leaving the work of carrying it out to others. Bossidy and Charan show the importance of being deeply and passionately engaged in an organization and why robust dialogues about people, strategy, and operations result in a business based on intellectual honesty and realism. With paradigmatic case histories from the real world—including examples like the diverging paths taken by Jamie Dimon at JPMorgan Chase and Charles Prince at Citigroup—Execution provides the realistic and hard-nosed approach to business success that could come from authors as accomplished and insightful as Bossidy and Charan.

He's gotta earn his wings . . . again. Love Detail's favorite angel has his sights set on his next target: the stoic and mysterious Noble Blackfeather. And it just may prove to be his toughest case yet. Noble's reclusive ways keep his angel at wing's distance, and love even further. But he's not playing a part—he's truly masking a painful secret and a profoundly wounded heart. A cupid's worst nightmare. Noble's been paired with Braelyn Campbell, the cute single mother next door. She's adorable, friendly, fun . . . everything Noble needs. This should be a Love Squad slam dunk. Except she's making a fresh start in Texas to protect her son from a volatile ex, and she's not about to risk her heart or her son on another man. Even if he's sexy as sin and always coming to her rescue. Thank God for possibilities. But, reluctantly, they are drawn together—thanks to their cupid's dogged efforts and a whole lotta chemistry. Can the girl next door learn to trust again and help heal Noble's wounded heart? Together, can they save the lost, hurting boy she's raising? Can the angels help it happen before it's too late? Thank God for love.

For over five decades, Azim Hasham Premji has been one of the trailblazers of India Inc. Taking over his family business of vegetable oils at the young age of twenty-one after the untimely demise of his father, he built one of India's most successful software companies along with a multi-billion-dollar conglomerate. As of 2019, he was the tenth richest person in India, with an estimated net worth of \$7.2 billion. Yet, the one facet of the man which has overshadowed even his business achievements is his altruism. His commitment to the Azim Premji Foundation, a non-profit focused on education, totals around \$21 billion, making him one of the world's top philanthropists. Azim Premji: The Man Beyond the Billions, the first authoritative biography of the icon, shows how Premji is a philanthropist at heart and a businessman by choice - a man who wanted to give away his billions but realized early enough that he would first have to earn them. It peels the layers off Premji's life while chronicling his professional and charitable work in the context of his many strengths and shortcomings. Based on interviews with hundreds of current and past Wipro executives, who have over the years worked closely with him, as well as with competitors, analysts, family friends and industry associates, this is a journalists' account of Premji the man, the businessman and the philanthropist.

Execution

The Halo Effect in Examiner Scoring of Intelligence Test Responses

The SAGE Encyclopedia of Communication Research Methods

An Investigation of the Halo Effect in Individual Raters

The Halo Effect in the Presence of Fraud Risk Factors

Presents information from the field of epidemiology in a less technical, more accessible format. Covers major topics in epidemiology, from risk ratios to case-control studies to mediating and moderating variables, and more. Relevant topics from related fields such as biostatistics and health economics are also included.

The must-read summary of Phil Rosenzweig's book: "The Halo Effect...and the Eight Other Business Delusions that Deceive Managers". This complete summary of the ideas from Phil Rosenzweig's book "The Halo Effect" shows how success in business is actually far more elusive than most business books, gurus and best-selling professors would have you believe. In his book, the author explains how the problem lies in the fact that many authors offer a "quick fix" that simply does not exist in reality. This summary reveals how focusing on the elements that actually drive your company's performance, rather than acting on common business delusions, is the only way to achieve results. Added-value of this summary: •Save time •Understand key concepts •Expand your business knowledge To learn more, read "The Halo Effect" and make sure you don't get caught up believing business delusions and take action that actually works!

Approximately sixty heterosexual male undergraduate volunteers read behavioral information statements ... and rated the photograph of a woman, to whom the behavior was attributed. It was hypothesized that their responses would measure the effect of negative information on attractiveness ratings (social and physical) and ratings of similarity to the target.

The Impact of Negative Behavior Descriptions on Attractiveness Ratings

Review and Analysis of Rosenzweig's Book

Choice Hacking

Guide to Management Ideas and Gurus

This study is the first stage of a multi part study examining halo effects among auditors. We specifically examine two questions: (1) Are auditors susceptible to halo effects, and (2) Does the presence of fraud risk factors mitigate halo effects by increasing auditor objectivity and skepticism? The latter question is motivated by SAS 99 which specifically links the concepts of fraud risk and auditor skepticism. Results of a single experiment are both striking and unexpected. Despite successful halo manipulations, judgments by student participants did not exhibit halo effects in the absence of fraud risk factors, but did exhibit significant halo effects in the presence of fraud risk factors. These results suggest that auditors may not be subject to halo effects directly, but become subject to halo effects when processing other information/evidence.

Cognitive illusions explores a wide range of fascinating psychological effects in the way we think, judge and remember in our everyday lives. Featuring contributions from leading researchers, the book defines what cognitive illusions are and discusses their theoretical status: are such illusions proof for a faulty human information-processing system, or do they only represent by-products of otherwise adaptive cognitive mechanisms? Throughout the book, background to phenomena such as illusions of control, overconfidence and hindsight bias are discussed, before considering the respective empirical research, potential explanations of the phenomenon, and relevant applied perspectives. Each chapter also features the detailed description of an experiment that can be used as classroom demonstration. Featuring six new chapters, this edition has been thoroughly updated throughout to reflect recent research and changes of focus within the field. This book will be of interest to students and researchers of cognitive illusions, specifically, those focusing on thinking, reasoning, decision-making and memory.

Halo Effect is an unauthorized collection of essays on the bestselling video game Halo. Examining the Halo phenomenon from every angle—from profiling the greatest Halo player who ever lived to providing a behind-the-scenes look at the making of the wildly popular, virtual-reality Halo movies—this guide is the ultimate companion for anyone who wants to truly understand this amazingly successful video game. With discussions on the role of religion and science in the game, this collection of essays also looks into the creation of and community reaction to the launch of the Halo series.

Using Rubrics to Reduce the Consequences of the Halo Effect in Evaluating Elementary Writing

How to use psychology and behavioral science to create an experience that sings

Making the Halo Effect

Ethical and Epistemic Issues

A Plan for Lessening the "halo" Effect in Pupil Rating

In this tour de force, a father, shaken by tragedy, tries to avenge his daughter's murder—and restore his family's shattered life. It was supposed to be a typical October evening for renowned portrait artist Will Light. Over dinner of lamb tagine, his wife, Sophie, would share news about chorus rehearsals for the upcoming holiday concert, and their teenage daughter, Lucy, would chatter about French club and field hockey. Only Lucy never came home. Her body was found, days later, in the woods. The Eastern Seaboard town of Port Fortune used to be Will's comfort. Now, there's no safe harbor for him. Not even when Father Gervase asks Will to paint portraits of saints for the new cathedral. Using the townspeople as models, Will sees in each face only a mask of the darkness of evil. And he just might be painting his daughter's killer. As Will navigates his rage and heartbreak, Sophie tries to move on; Father Gervase becomes an unexpected ally; and Rain, Lucy's best friend, shrouds herself in a near-silent fugue. Their paths collide in a series of inextricably linked, dark, dangerous moments that could lead to their undoing...or to their redemption.

Dr. Morgan Snow is a well-known sex therapist with a prestigious clinic devoted to the psychology of sex. One of her patients, Cleo, is a beautiful, cultured prostitute who runs her own call-girl business. Cleo has been coming to Dr. Snow because she's fallen in love, but is unable to have a healthy sexual relationship. One day, Cleo arrives with a manuscript for a tell-all book...and then disappears. A serial killer has been at work in the city, and Detective Noah Jordan turns to Morgan Snow to find out more about the psychology of a sexual murderer. Both Morgan and Noah suspect there is a link between the serial killer and Cleo's sudden disappearance, and work together to find her - before it is too late.

Controversial and iconoclastic, a veteran corporate manager and business school professor exposes the dangerous myths, fantasies, and delusions that pervade much of the business world today.

Summary: The Halo Effect

An Examination of Auditor Skepticism

The Man Beyond the Billions

The Halo Effect

The Halo Effect and Related Issues in Multi-attribute Attitude Models

This book addresses current threats to citizenship and democratic values posed by the spread of post-truth communication. The contributors apply research on moral, civic, and epistemic virtues to issues involving post-truth culture. The spread of post-truth communication affects ordinary citizens' commitment to truth and attitudes toward information sources, thereby threatening the promotion of democratic ideals in public debate. The chapters in this volume investigate the importance of helping citizens improve the quality of their online agency and raise awareness of the risks social media poses to democratic values. This book moves from two initial chapters that provide historical background and overview of the present post-truth malaise, through a series of chapters that feature mainly diagnostic accounts of the epistemic and ethical issues we face, to the complexities of virtue-theoretic analyses of specific virtues and vices. Virtues, Democracy, and Online Media will be of interest to scholars and advanced students working in virtue ethics, epistemology, political philosophy, and media studies.

Good management is a precious commodity in the corporate world. Guide to Management Ideas and Gurus is a straight-forward manual on the most innovative management ideas and the management gurus who developed them. The earlier edition, Guide to Management Ideas, presented the most significant ideas that continue to underpin business management. This new book builds on those ideas and adds detailed biographies of the people who came up with them—the most influential business thinkers of the past and present. Topics covered include: Active Inertia, Disruptive Technology, Ganchi Genbutsu (Japanese for "Go and See for Yourself"), The Halo Effect, The Long Tail, Skunkworks, Tipping Point, Triple Bottom Line, and more. The management gurus covered include: Dale Carnegie, Jim Collins, Stephen Covey, Peter Drucker, Philip Kotler, Michael Porter, Tom Peters, and many others.

Why do some companies prosper while others fail? Despite great amounts of research, many of the studies that claim to pin down the secret of success are based in pseudoscience. THE HALO EFFECT is the outcome of that pseudoscience, a myth that Philip Rosenzweig masterfully debunks in THE HALO EFFECT. THE HALO EFFECT highlights the tendency of experts to point to the high financial performance of a successful company and then spread its golden glow to all of the company's attributes – clear strategy, strong values, and brilliant leadership. But in fact, as Rosenzweig clearly illustrates, the experts are not just wrong, but deluded. Rosenzweig suggests a more accurate way to think about leading a company, a robust and clearheaded approach that can save any business from ultimate failure.

A Study of the Effect of Knowledge of Presumed Ability on Test Scores Obtained on WBI and WBII Subscales

Beyond the Halo Effect

How Volunteering Can Lead to a More Fulfilling Life--and a Better Career

An Experimental Study of the Halo Effect

The Halo Effect and Experimenter Bias

THE POWER OF THE HALO EFFECT METHODOLOGY The HALO Effect methodology is a next-generation resource for organizations seeking an instrument that meets the twin objectives of providing an assessment of what is and providing feedback that can mobilize toward what ought to be. The methodology presents a comprehensive and integrated picture of the organization. It provides numerous direct, indirect and comparison measures of organization strengths, weaknesses, opportunities and threats. In addition, it facilitates the management of desired change throughout the organization. The HALO Effect methodology is a new paradigm for implementing a program of continuous organization improvement and growth, organization adaptation to change, creating a culture of innovation, delighting customers and organization learning. It delivers objective, measurable benchmarks efficiently and economically, making this resource accessible to any size and type of organization. The methodology serves as a galvanizing event stimulating the entire organization to pay attention to stakeholder feedback. It goes beyond any typical survey, or other data gathering means to offer the organization a learning experience in organizational self-transformation. **THE HALO EFFECT IS DISRUPTIVE AS THERE HAS NEVER BEEN A WAY TO: Translate the complexity of business in a way that all stakeholders can understand; Quickly and economically do a benchmarkable and comprehensive Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis of an organization; Quantify the non-financial performance of any size enterprise without any disruption to their organization; Effectively measure and monitor operational performance change; Provide an independent qualification of nonfinancial business progress; Identify the cause/effect of all key aspects of an activity**

Summary: The Halo Effect
What if you could use Nobel prize-winning science to predict the choices your customers will make? Customer and user behaviors can seem irrational. Shaped by mental shortcuts and psychological biases, their actions often appear random on the surface. In Choice Hacking, we'll learn to predict these irrational behaviors and apply the science of decision-making to create unforgettable customer experiences. Discover a framework for designing experiences that doesn't just show you what principles to apply, but introduces a new way of thinking about customer behavior. You'll finish Choice Hacking feeling confident and ready to transform your experience with science. In Choice Hacking, you'll discover: - How to make sure your customer experience is designed for what people do (not what they say they'll do) - How to increase the odds that customers will make the "right choice" in any environment - How to design user experiences that drive action and engagement - How to create retail experiences that persuade and drive brand love - How brands like Uber, Netflix, Disney, and Starbucks apply these principles in their customer and user experiences Additional resources included with the book: - Access to free video Companion Course - Access to exclusive free resources, tools, examples, and use cases online Who will benefit from reading Choice Hacking? This book was written for anyone who wants to better understand customer and user decision-making. Whether you're a consultant, strategist, digital marketer, small business owner, writer, user experience designer, student, manager, or organizational leader, you will find immediate value in Choice Hacking. About the Author Jennifer Clinefens is currently Head of Experience at a major global experience agency. She holds a Master's degree in Brand Management as well as an MBA from Emory University's Goizueta School. Ms. Clinefens has client-side and consulting experience working for brands like AT&T, McDonald's, and Adidas, and she's helped shape customer experiences across the globe. A recognized authority in marketing and customer experience, she is also the author of CX That Sings: An Introduction To Customer Journey Mapping. To learn more about this book or contact the author, please visit [ChoiceHacking.com](#)

Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet. Although there are generic encyclopedias describing basic social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to communication research, accompanied by engaging examples from the literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online or multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of research but also as means of collecting and analyzing data. Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, from matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field; and a detailed Index. Entries conclude with References/Further Readings and Cross-References to related entries to guide students further in their research journeys. The Index, Reader's Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version.

Encyclopedia of Epidemiology

Analysis of the Halo Effect

The Halo Effect As A Factor Influencing Membership Logics

Placebo Effects

One of the most widespread words in medicine is placebo and placebo effect, although it is not always clear what it means exactly. Recent progress in biomedical research has allowed a better clarification of the placebo effect. We know that this is an active psychobiological phenomenon which takes place in the patient's brain and that is capable of influencing both the course of a disease and the response to a therapy. Since publication of the first edition of this book in 2008, there has been an explosion of placebo research, and this new edition brings the topic fully up to date. Throughout, the book emphasizes that there are many placebo effects and critically reviews them in different medical conditions, such as neurological and psychiatric disorders, cardiovascular and respiratory diseases, immune and hormonal responses, as well as oncology, surgery, sports medicine and acupuncture. The psychosocial context around the patient is crucial to the placebo effect, for example the doctor's words and attitudes, and throughout this is considered. Exhaustive in its coverage, and written by a world authority in the field, this is the definitive reference text to the placebo effect - one that is essential for researchers and clinicians across a wide range of medical specialities.

Self-perceived Attractiveness and Its Influence on the Halo Effect and the Similar-to-me Effect

Physical Attractiveness and Impression Formation as a Function of Cue Availability

How Volunteering to Help Others Can Lead to a Better Career and a More Fulfilling Life

Azim Premji

The Discipline of Getting Things Done