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Company Can Teach You
About Creating Lifetime
Customers
*Exceeding Customer
Expectations What
Enterprise Americas 1
Car Rental Company*

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Can Teach You About

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**Covers pre-project planning,
choosing projects that match the**

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strategic objectives of the company, and determining project sequence, measurement, and incentives.

Praise for Making Dough "I was enchanted, intrigued, and fascinated by every page of this

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Americas 1 Car Rental Company Can Teach You About Creating Lifetime Customers
book. Kirk Kazanjian, Amy Joyner, and Dick Clark (yes, that Dick Clark) have done a masterful job of storytelling in Making Dough. The book is inspirational, enlightening, and just plain great reading. In fact,

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it's great reading with sprinkles on it. What a yummy book!" -Jay Conrad Levinson Bestselling Author, Guerrilla Marketing series of books "Krispy Kreme's success goes well beyond being a retail phenomenon. This book

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will show you what went on behind the scenes to build the company. Along the way, it will teach you how you can take a product that is seemingly counter-culture and turn it into an addictive brand." -Phil

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Lempert Author, Being the
Company Can Teach You
Shopper and Today show food
About Creating Lifetime
trends editor "Words can't do
Customers
justice to Krispy Kreme
doughnuts-just eat one! But as a
fan of the product, it's
interesting to read this business

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success story." -Vince Gill
Company Can Teach You

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what? You have absolutely no
chance of starting the next

Krispy Kreme! But, the lessons
they learned and the insight they
used to build their once-in-a-

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lifetime success are useful, practical, and powerful tactics

that any business can benefit from." -Seth Godin Author,

Purple Cow "Take heart. You

don't need a massive

organization and a massive

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advertising budget to build a powerful brand. This interesting book by Kirk Kazanjian and Amy Joyner tells how Krispy Kreme did it on a shoestring." -Al Ries Coauthor, The Fall of Advertising and the Rise of PR "I think it's

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safe to say that just about every company would love to know the secret ingredients of Krispy Kreme's sweet success. After all, it doesn't advertise, it is a revered member of the community, and it keeps

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**growing like crazy. What an
extraordinary business! Without
doubt, you should pay attention
to what Krispy Kreme is doing,
especially if you want to prosper
in today's competitive world."**

-From the Foreword by Dick

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Americas 1 Car Rental
**Clark Producer, Entertainer, and
Krispy Kreme Franchisee**

**The workplace has become a
hotbed of social toxicity – from
the #MeToo movement to
WeWork, it's clear that abusive
bosses and entrenched cultures**

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of discrimination have become more prevalent than ever. Such behaviour is not only simply wrong and damaging to its victims – it also results in reduced productivity, higher employee turnover, and can

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**often leave a stain upon the
wider reputation of an
organization. In Toxic, Clive
Lewis draws upon his decades
of experience in HR and
mediation to distill the problems
and underlying causes of toxic**

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workplaces before tackling the issue head-on. He draws upon first-hand case studies from an eclectic array of workplaces (from corporate offices to hospitals) to demonstrate how toxicity can be both prevented

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and resolved. This is a practical guide for business leaders and HR professionals looking to preserve a peaceful workplace, while also providing tips for employees looking to remain productive and focused when

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**working with troublesome
colleagues in difficult
environments.**

**This book sheds light on cross-
industry and industry-specific
trends in today's digital
economy. Prepared by a group**

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of international researchers, experts and practitioners under the auspices of SAP's Digital Thought Leadership & Enablement team within SAP's Business Transformation Services (BTS) unit, the book

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furthermore presents relevant use cases in digital

transformation and innovation.

The book argues that

breakthrough technologies have matured and hit scale together, enabling five defining trends:

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**hyper-connectivity,
supercomputing, cloud
computing, a smarter world, and
cyber security. It presents in**

**detail how companies are now
reimagining their products and
services, business models and**

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processes, showcasing how every business today is a digital business. Digitalization, defined as the process of moving to a digital business, is no longer a choice but an imperative for all businesses across all industries

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and regions. Taking a step toward becoming a digital enterprise is demanding and challenging. The dimensions of customer centricity, leadership and strategy, business models, including offerings (products

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and services), processes, structure and governance, people and skills, culture, and technology foundation can serve as orientation for digitalization. The articles in this book touch on all dimensions of this digital

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**innovation and transformation
framework and offer possible
answers to some of the pressing
questions that arise when
practitioners seek to digitalize
their business.**

Driving Loyalty

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Redis in Action

Engineering Process-Centric

Enterprise Systems using BPMN

2.0

The 12 Secret Ingredients of

Krispy Kreme's Sweet Success

Introduction to Business

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**A Guide to Rebuilding Respect
and Tolerance in a Hostile
Workplace**

*Discover how to implement an effective
IT governance structure for the long-*

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*term success of an extended enterprise
IT is no longer an enabler of corporate
strategy, it is now the key element of
corporate strategy. Governance of the
Extended Enterprise explores how some
of the world's most
successful enterprises have integrated*

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information technology with business strategies, culture, and ethics to optimize information value, attain business objectives, and capitalize on technologies in highly competitive environments. Providing a process for change and a governance model,

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*Governance of the Extended Enterprise
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encompasses the latest*

*emerging practices from major
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information and knowledge*

*businesses, providing a major new
knowledge resource for enterprises. It
also opens up new avenues of practice*

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in strategy setting,

enterprisemanagement, control

assessment, and risk management.

From sales-force automation to

workgroup collaboration,

formsprocessing to knowledge

management systems, customer service

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*totechnical support, Governance of the
Extended Enterprise will help readers
improve IT governance in all facets of
their organization.*

*The best-selling author of Making
Dough examines the simple business
philosophy espoused by Enterprise*

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Rent-A-Car, which places an emphasis on both the customer and the employee,

and how such principles as customer service, employee rewards, a friendly

workplace, and other lessons can be applied to promote profitability.

30,000 first printing.

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Drawing on interviews with market-beating financial managers, the author of Wizards of Wall Street examines their successful investment approaches and techniques, financial advice, how they pick promising investments, and more as they explain in detail how they

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stay ahead of the competition.

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management since the 1980s has absorbed in rapid succession several

new production management concepts:

manufacturing strategy, focused

factory, just-in-time manufacturing,

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concurrent engineering, total quality management, supply chain

management, flexible manufacturing systems, lean production, mass

customization, and more. With the increasing globalization of

manufacturing, the field will continue

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Americas 1 Car Rental Company Can Teach You About Creating Lifetime Customers to expand. This encyclopedia's audience includes anyone concerned with manufacturing techniques, methods, and manufacturing decisions.

Enterprise Project Governance

What Enterprise Rent-A-Car Can Teach Us about Creating Lifetime

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Customers : [Summary].

Service Profit Chain

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Flying Ahead of the Airplane

Intelligent Enterprise

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*Turning Every Customer and Employee
Company Can Teach You
Into a Raving Fan for Your Brand*

**Apple embraced co-creation
to enhance the speed and
scope of its innovation,
generating over \$1 billion
for its App-Store partner-**

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developers in two years, even as it overtook Microsoft in market value. Starbucks launched its online platform MyStarbucksIdea.com to tap into ideas from customers and turbocharged a

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turnaround. Unilever turned to co-creation for redesigning product lines such as Sunsilk shampoo and revitalized growth. Nike achieved remarkable success with its Nike+ co-creation

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***initiative, which enables a
community of over a million
runners to interact with one
another and the company,
increasing its market share
by 10 percent in the first
year. Co-creation involves***

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redefining the way
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organizations engage
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individuals—customers,
Customers

employees, suppliers,

partners, and other stake-

holders—bringing them into

the process of value creation

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***and engaging them in
enriched experiences, in
order to –formulate new
breakthrough strategies
–design compelling new
products and services
–transform management***

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processes –lower risks and costs –increase market share, loyalty, and returns In this pathbreaking book, Venkat Ramaswamy (who coined the term co-creation with C. K. Prahalad) and

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***Francis Gouillart, pioneers
in working with companies
to develop co-creation***

***practices, show how every
organization—from large
corporation to small firm,
and government agency to***

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***not-for-profit—can achieve
“win more-win more” results
with these methods. Based
on extraordinary research
and the authors’ hands-on
experiences with successful
projects in co-creation at***

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***dozens of the world's most
exciting organizations, The
Power of Co-Creation
illustrates with detailed
examples from leading firms
such as those above, as well
as from Cisco,***

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***GlaxoSmithKline, Amazon,
Jabil, Predica, Wacoal, Caja
Navarra, and many others,
how enterprises have used a
wide range of “engagement
platforms”—and how they
have even restructured***

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internal management processes—in order to

harness the power of co-creation. As the authors'

wealth of examples make

vividly clear, enterprises can

no longer afford to view

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***customers and other
stakeholders as passive
recipients of their products
and services but must learn
to engage them in defining
and delivering enhanced
value. Co-creation goes***

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***beyond the conventional
“process view” of quality, re-
engineering, and lean
thinking, and is the essential
new mind-set and practice
for boosting sustainable
growth, productivity, and***

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profits in the future.

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*Identifies and examines nine
traits of effective leadership
and shows how leaders use
them to build productive,
open, innovative, and
positive workplaces for the*

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***benefit of customer,
employees, and
stockholders.***
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***Promotes the theory that
superior customer service
leads to a superior business
organisation***

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***An overview of mining giant
Phelps Dodge, examining the
company's 165-year history
within the context of
American technological and
social history.***

The Extended Enterprise

Page 55/221

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***Enterprise Agility For
Dummies***

About Creating Lifetime
Customers
***Perfecting the Art of
Customer Service***

***Enhancing Enterprise
Intelligence: Leveraging
ERP, CRM, SCM, PLM, BPM,***

Page 56/221

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and BI
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Engaging Service
About Creating Lifetime
Digital Product Management
Customers
The Enterprise Rent-A-Car
Story

This book is the result of a journey that began with my first day of work as a

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restaurant busboy. On my first day of work, my manager said to me, "Work in this restaurant like you own it!" My manager challenged me to go beyond the basic expectations of my job title and dare to work with pride, passion and professionalism. I quickly understood

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that despite the leaders' best efforts, at some point the line staff has to step up and work with a sense of ownership. All 20 chapters of this book will provide multiple perspectives on how to be the best service professional you can be. Each chapter ends with a powerful

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activity that is designed to help reinforce the key learning points. About the

Author Dr. Bryan Williams is a service consultant, trainer, and author. His

specialty areas include service excellence, employee engagement, and quality improvement. Learn more about Bryan

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Americas 1 Car Rental
and B.Williams Enterprise at
www.bwenterprise.net .
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Summary Redis in Action introduces
Redis and walks you through examples
that demonstrate how to use it
effectively. You'll begin by getting Redis
set up properly and then exploring the

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Americas 1 Car Rental Company Can Teach You About Creating Lifetime key-value model. Then, you'll dive into real use cases including simple caching, distributed ad targeting, and more.

You'll learn how to scale Redis from small jobs to massive datasets.

Experienced developers will appreciate chapters on clustering and internal

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scripting to make Redis easier to use. About the Technology When you need near-real-time access to a fast-moving data stream, key-value stores like Redis are the way to go. Redis expands on the key-value pattern by accepting a wide variety of data types, including hashes,

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strings, lists, and other structures. It provides lightning-fast operations on in-memory datasets, and also makes it easy to persist to disk on the fly. Plus, it's free and open source. About this book Redis in Action introduces Redis and the key-value model. You'll quickly dive into real

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use cases including simple caching, distributed ad targeting, and more. You'll learn how to scale Redis from small jobs to massive datasets and discover how to integrate with traditional RDBMS or other NoSQL stores. Experienced developers will appreciate

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the in-depth chapters on clustering and internal scripting. Written for developers familiar with database concepts. No prior exposure to NoSQL database concepts nor to Redis itself is required.

Appropriate for systems administrators comfortable with programming.

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Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications.

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What's Inside Redis from the ground up
Preprocessing real-time data Managing
in-memory datasets Pub/sub and
configuration Persisting to disk About

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the Author Dr. Josiah L. Carlson is a seasoned database professional and an active contributor to the Redis community.

Table of Contents

PART 1

GETTING STARTED

Getting to know Redis

Anatomy of a Redis web application

PART 2 CORE CONCEPTS

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About Creating Lifetime
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Commands in Redis Keeping data safe
and ensuring performance Using Redis
for application support Application
components in Redis Search-based
applications Building a simple social
network PART 3 NEXT STEPS

Reducing memory use Scaling Redis

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Scripting Redis with Lua

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Eighteen of the world's most successful mutual fund managers explain how they consistently outperform the S&P 500 index, tracing their careers and offering a candid look at their stock-picking strategies.

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Analytics is increasingly an integral part of day-to-day operations at today's leading businesses, and transformation is also occurring through huge growth in mobile and digital channels. Enterprise organizations are attempting to leverage analytics in new ways and transition

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existing analytics capabilities to respond with more flexibility while making the most efficient use of highly valuable data science skills. The recent growth and adoption of Apache Spark as an analytics framework and platform is very timely and helps meet these challenging

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demands. The Apache Spark environment on IBM z/OS® and Linux on IBM z Systems™ platforms allows this analytics framework to run on the same enterprise platform as the originating sources of data and transactions that feed it. If most of the

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data that will be used for Apache Spark analytics, or the most sensitive or quickly changing data is originating on z/OS, then an Apache Spark z/OS based environment will be the optimal choice for performance, security, and governance. This IBM® Redpaper™

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Americas 1 Car Rental publication explores the enterprise analytics market, use of Apache Spark on IBM z Systems™ platforms, integration between Apache Spark and other enterprise data sources, and case studies and examples of what can be achieved with Apache Spark in enterprise

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environments. It is of interest to data scientists, data engineers, enterprise architects, or anybody looking to better understand how to combine an analytics framework and platform on enterprise systems.

Enterprise Process Management Systems

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Revealing Interviews with 20 Market-beating Managers who Have Stood the Test of Time

Making Dough

Why Cutthroat Management Is

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Over--and Collaboration Is In

Company Can Teach You
Market-beating Insights and Strategies

About Creating Lifetime
from the World's Top-performing

Cuts Costs
Mutual Fund Managers

Power Tools for People Who Find

Themselves in Marketing Roles

Introduction to Business

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**covers the scope and
sequence of most
introductory business
courses. The book
provides detailed
explanations in the
context of core themes**

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such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current

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business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and

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**application of business
concepts, with attention**

to the knowledge and

skills necessary for

student success in this

course and beyond.

Drawing from the

Page 82/221

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experience of Enterprise, the global car rental powerhouse, a management expert shows business leaders how to build an army of loyal customers and

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**devoted employees to
thrive in today's
competitive world.**

**Now, for the first time,
one element of the
methods behind the
magic that is the Walt**

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**Disney World
Resort--quality service--is
revealed. The book
outlines proven Disney
principles and processes
for helping an
organization focus its**

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**vision and align its people
into a strategy that
delivers on the promise of
exceptional customer
service.**

**In this pathbreaking
book, world-renowned**

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**Harvard Business School
service firm experts**

**James L. Heskett, W. Earl
Sasser, Jr. and Leonard A.**

**Schlesinger reveal that
leading companies stay
on top by managing the**

Page 87/221

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**service profit chain. Why
are a select few service
firms better at what they
do -- year in and year out
-- than their competitors?**

**For most senior
managers, the profusion**

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of anecdotal "service excellence" books fails to address this key question.

Company Can Teach You About Creating Lifetime Customers
Based on five years of painstaking research, the authors show how managers at American

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Express, Southwest
Company Can Teach You
Airlines, Banc One, Waste
About Creating Lifetime
Management, USAA,
Customers
MBNA, Intuit, British
Airways, Taco Bell,
Fairfield Inns, Ritz-
Carlton Hotel, and the

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**Merry Maids subsidiary of
ServiceMaster employ a
quantifiable set of
relationships that directly
links profit and growth to
not only customer loyalty
and satisfaction, but to**

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employee loyalty, satisfaction, and productivity. The strongest relationships the authors discovered are those between (1) profit and customer

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**loyalty; (2) employee
loyalty and customer
loyalty; and (3) employee
satisfaction and customer
satisfaction. Moreover,
these relationships are
mutually reinforcing; that**

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**is, satisfied customers
contribute to employee
satisfaction and vice**

**versa. Here, finally, is the
foundation for a powerful
strategic service vision, a
model on which any**

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manager can build more focused operations and marketing capabilities.

Company Can Teach You About Creating Lifetime Customers
For example, the authors demonstrate how, in Banc One's operating divisions, a direct relationship

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between customer loyalty measured by the "depth" of a relationship, the number of banking services a customer utilizes, and profitability led the bank to encourage

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existing customers to

further extend the bank

services they use. Taco

Bell has found that their

stores in the top quadrant

of customer satisfaction

ratings outperform their

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**other stores on all
measures. At American**

Express Travel Services,

**offices that ticket quickly
and accurately are more**

**profitable than those
which don't. With**

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**hundreds of examples like
these, the authors show
how to manage the
customer-employee
"satisfaction mirror" and
the customer value
equation to achieve a**

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**"customer's eye view" of
goods and services. They
describe how companies
in any service industry
can (1) measure service
profit chain relationships
across operating units;**

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(2) communicate the resulting self-appraisal;

(3) develop a "balanced scorecard" of

performance; (4) develop a recognitions and

rewards system tied to

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established measures; (5) communicate results company-wide; (6) develop an internal "best practice" information exchange; and (7) improve overall service

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profit chain performance.

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**service profit chain
management make? A lot.**

**Between 1986 and 1995,
the common stock prices
of the companies studied**

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**by the authors increased
147%, nearly twice as fast
as the price of the stocks
of their closest
competitors. The proven
success and high-yielding
results from these high-**

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**achieving companies will
make The Service Profit
Chain required reading
for senior, division, and
business unit managers
in all service companies,
as well as for students of**

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service management.

Build It with Them to

Boost Growth,

Productivity, and Profits

Nice Companies Finish

First

Vision & Enterprise

Page 106/221

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**Management: Meeting
and Exceeding Customer
Expectations
Encyclopedia of
Production and
Manufacturing
Management**

Page 107/221

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Expectations**

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**The conference will be held in
Guangzhou, China during June 29-30,
2014. The aim objective of ichss2014 is
to present the latest research and results**

of scientists related to Humanity and Social Science topics. This conference provides opportunities for the different areas delegates to exchange new ideas and application experiences face to face, to establish business or research relations and to find global partners for future collaboration. We hope that the

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conference results constituted significant contribution to the knowledge in these up to date scientific field. ichss2014 is supposed to be the largest technical event on Humanity and Social Science in Guangzhou in 2014. The focus of the conference is to establish an effective platform for

institutions and industries to share ideas and to present the works of scientists, engineers, educators and students from all over the world. The organizing committee of conference is pleased to invite prospective authors to submit their original manuscripts to ichss2014. As preparation for

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ICSS2014, hundreds of contributions were received and reviewed. Most of these contributions have brought us a new possible solution to our problems; some of them can even be called as a breakthrough. All these researches have been included in this book. I believe it will be of great value to your future

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"After I sent my team to the Question Based Selling program, not only was the feedback from the training outstanding, but we experienced an immediate positive impact in results."—Jim Cusick, vice president of sales, SAP America, Inc. "Following the program,

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even our most experienced salespeople raved, saying QBS was the best sales training they have ever experienced!"—Alan D. Rohrer, director of sales, Hewlett Packard For nearly fifteen years, The Secrets of Question Based Selling has been helping great salespeople live you deliver big

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results. It's commonsense approach has become a classic, must-have tool that demonstrates how asking the right questions at the right time accurately identifies your customer's needs. But consumer behavior and sales techniques change as rapidly as technology—and there are countless contradictory sales

training programs promising results. Knowing where you should turn to for success can be confusing. Now fully revised and updated, The Secrets of Question Based Selling provides a step-by-step, easy-to-follow program that focuses specifically on sales effectiveness—identifying the strategies

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**and techniques that will increase your
probability of success. How you sell has
become more important than the
product. With this hands-on guide, you
will learn to: Penetrate more accounts
Overcome customer skepticism
Establish more credibility sooner
Generate more return calls Motivate**

**different types of buyers Develop more
internal champions Close more
sales...faster And much, much more
Manage and improve your
organization's agile transformation
Adopting an enterprise agile framework
is a radical organizational change, and
this book will help you get there without**

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**ever breaking a sweat. In Enterprise
Agility For Dummies, you'll discover
how to successfully choose and**

**implement the right framework based
on your organization's own unique
culture. Organizational culture is one of
the most overlooked challenges when
trying to make a change to enterprise**

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agile, and there are lots of resources out there that claim to have the perfect, one-size-fits-all solution. Luckily, this book takes a neutral stance and covers popular organizational change management techniques that you can implement to suit to your unique needs. Packed with step-by-step instruction

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and complemented with real-world case studies, this book offers everything you need to know in order to embrace a more agile mindset. Understand the benefits of an agile approach Pick the best enterprise agile framework for your organization Create a successful enterprise change management plan Let

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Enterprise Agility For Dummies help you optimize your business processes, and watch your productivity soar.

The ninth edition of MANAGEMENT: MEETING AND EXCEEDING CUSTOMER EXPECTATIONS is a comprehensive survey of the principles and practices of management as they

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are currently being applied in the United States and around the world.

The content and features are structured to reinforce two continuing themes that are woven into the chapters' narratives: (1) the never-ending effort by managers and organizations to meet or exceed customers' needs and (2) the need

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organizations and their people have to
be guided by effective leadership.

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**Strategies and Best Practices for
Connected Products and Services**

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The Senior Manager's Guide to
Creating and Shaping the Enterprise
Design Websites and Mobile Apps That
Exceed Expectations

Enterprise IoT

Apache Spark for the Enterprise:

Setting the Business Free

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*Exceeding Customer
Expectations What Enterprise,
America's #1 Car Rental Company,
Can Teach You about Creating*

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Broadway
Company Can Teach You
Business

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*In this penetrating study of how
knowledge-based services and
technology are revolutionizing the
economy and every corporate
strategy, James Brian Quinn*

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argues that the successful

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companies of the 90's -- whether in

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manufacturing or services -- will

Customers
derive their competitive edge not

from ephemerally superior

products but from a deep

understanding of a few highly

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*developed knowledge and service
based "core competencies." Rarely
will owning the largest raw
materials resource, manufacturing
plants, equipment bases, or
integrated facilities provide a
maintainable competitive edge for*

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major companies. Such physical properties are too easily cloned or bypassed. From now on, Quinn documents, intelligent enterprises will derive sustainable advantage from knowledge and service based activities that leverage intellectual

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*assets. They will increase value
through technological
sophistication, better knowledge
bases, more creative customer
responsiveness, and the
unsurpassed management of
human and intellectual capital that*

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competitors cannot reproduce.

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Quinn analyzes the technological and economic forces that make

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such strategies essential. He shows

in detail how to create and leverage

knowledge and service based core

competencies for maximum focus

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and effectiveness. Managers, Quinn asserts, must define each value-creating activity as a knowledge based service and

determine whether or not they can perform that service -- be it

research, design, inventory control,

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*accounting, distribution, or
advertising -- better than anyone
else in the world. Using examples
from companies such as Merck,
Honda, Apple, Boeing, and Wal-
Mart, Quinn describes how forward-
looking companies can best*

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*perform needed analyses and
implement strategies around
selected core competencies. By
eliminating or "outsourcing" less
important functions to superior
outside vendors, firms become
more responsive, decentralized, and*

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lean. They become the "intelligent enterprises" of the 1990s, leveraging human and capital resources much more than other firms. They may also take on radically new organizational forms, become "starburst," "inverted,"

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*"infinitely flat," or "spiders' web"
configurations. By designing and
benchmarking their knowledge and
service based activities to be "best
in world," managers can obliterate
overhead costs, smash*

bureaucracies, motivate personnel,

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*and create greater value for
customers and shareholders alike.*

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*In our increasingly competitive
global economy, companies in all
industries are struggling to survive
and seeking new ways to do
more--and this places*

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*unprecedented pressure on project
managers to take on and govern
multiple efforts simultaneously.*

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*Enterprise Project Governance
reveals proven techniques for
dealing with the multiplicity of
projects and ensuring that*

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*programs and initiatives create the
value needed to help your
organization prosper. Through
enlightening examples and case
studies, readers will learn how to
examine new project proposals and
align them with the priorities,*

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resources, and strategies of the organization. But this isn't a one-person job. As its title suggests, Enterprise Project Governance takes a more systemic approach to the important work of managing projects, teaching practical

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*methods for incorporating
enterprise project governance into
an organization's culture,
synchronizing it with corporate
governance, and maximizing
efficiency and results across
departments. Whether you're a*

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boardroom exec, an experience

project manager struggling to keep

up, or someone working in the

trenches and hoping to advance,

this go-to guide will help you

manage your workload--and even

increase it--with ease.

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Enterprise Process Management

Systems: Engineering Process-

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Centric Enterprise Systems using

BPMN 2.0 proposes a process-

centric paradigm to replace the

traditional data-centric paradigm

for Enterprise Systems (ES)--ES

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*should be reengineered from the
present data-centric enterprise
architecture to process-centric
process architecture to be called as
Enterprise Process Management
Systems (EPMS). The real
significance of business processes*

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*can be understood in the context of
current heightened priority on
digital transformation or
digitalization of enterprises.*

*Conceiving the roadmap to realize
a digitalized enterprise via the
business model innovation becomes*

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*amenable only from the process-
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centric view of the enterprise. This
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pragmatic book: Introduces*

*Customers
Enterprise Process Management
Systems (EPMS) solutions that
enable an agile enterprise.*

Describes distributed systems and

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***Service Oriented Architecture
(SOA) that paved the road to
EPMS. Leverages SOA to explain
the cloud-based realization of
business processes in terms of Web
Services. Describes how BPMN 2.0
addresses the requirements for***

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*agility by ensuring a seamless
methodological path from process
requirements modeling to
execution and back (to enable
process improvements). Presents
the spreadsheet-driven
Spreadsheeter Application*

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Development (SAD) methodology for the design and development of process-centric application systems.

Describes process improvement programs ranging right from disruptive programs like BPR to continuous improvement programs

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like lean, six sigma and TOC.

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Systems: Engineering Process-

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Centric Enterprise Systems using

BPMN 2.0 describes how BPMN

2.0 can not only capture business

requirements but it can also

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*provide the backbone of the actual
solution implementation. Thus, the
same diagram prepared by the
business analyst to describe the
business's desired To-Be process
can also be used to automate the
execution of that process on a*

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modern process engine.

How the Most Powerful Tool in

Business Can Double Your Sales

Results

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(ICHSS2014)

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Toxic

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Secrets of Question-Based Selling

Customers

To the Cloud: Cloud Powering an

Enterprise

The Power of Co-Creation

Current hype aside, the

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Internet of Things will ultimately become as fundamental as the Internet itself, with lots of opportunities and trials along the way. To help you navigate these choppy

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waters, this practical guide introduces a dedicated methodology for businesses preparing to transition towards IoT-based business models. With a set of best practices

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based on case study analysis, expert interviews, and the authors' own experience, the Ignite | IoT Methodology outlined in this book delivers actionable guidelines to

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assist you with IoT strategy
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management and project
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execution. You'll also find a
detailed case study of a
project fully developed with
this methodology. This
book consists of three

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parts: Illustrative case studies of selected IoT

domains, including smart energy, connected vehicles, manufacturing and supply chain management, and smart cities The Ignite | IoT

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**Methodology for defining
IoT strategy, preparing
your organization for IoT
adoption, and planning and
executing IoT projects A
detailed case study of the
IIC Track & Trace testbed,**

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Methodology

**This book will focus on how
to go beyond merely
serving customers. It will**

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**clearly explain how to
engage every customer and
create memorable**

experiences. All 22

**chapters have been written
with one primary goal in
mind. That goal is to give**

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practical and relevant information that can be applied immediately. Each of the 22 chapters ends with a powerful activity that is designed to help reinforce the chapter's key

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A practical guide for inexperienced marketers who have to develop a marketing strategy With technology being built into products of all kinds, many

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businesses are hiring scientists, engineers, and designers to fulfill strategic marketing and product management roles. The Accidental Marketer is a practical guide for

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employees who are now responsible for developing strategy. These marketers will be able to immediately and successfully apply the ten tools featured in the book to create powerful

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strategies that increase sales and profits for any product in any industry. Explains how great marketers uncover insights about customers that competitors miss and use

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**new insights to create a
range of strategic options
for their marketing plans**

**Shows how the best
marketers execute their
strategies through
developing innovative**

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branding and communication plans and value propositions The Accidental Marketer allows any inexperienced marketer to step into a new role and develop an

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effective strategy.

**This invaluable guide
addresses the Why, What,
and How of enterprise
cloud adoption, leveraging
a clear framework and
proven best practices from**

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**Microsoft's own experience.
“Great book. What’s
particularly impressive is
the outline of steps
Microsoft itself is taking in
its move to the cloud. Do as
I do is always more**

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powerful than do as I say.”
—Al Ries, Coauthor, War in
the Boardroom “This book
takes on enterprise cloud
adoption to a level I’ve not
seen before—made even
more elegant with its

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structured framework and crisp approach.” —Anthony D. Christie, CMO, Level 3 Communications, Former CTO/CIO, Global Crossing “A practical and timely guide that covers the entire

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**journey to the cloud from
an enterprise perspective,
including business,
technology, and
organizational impact.”**

**—Bart Luijten, CIO
Corporate Functions &**

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**Corporate Technology,
Philips “The cloud powers
business solutions for
building tomorrow’s
enterprise and this book
offers a simple, well-
structured, and high-level**

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process map for cloud adoption.” —Kris Gopalakrishnan, Executive Co-Chairman, Infosys Limited

Cloud computing is full of tremendous opportunity, but is also

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riddled with hype and confusion. Business and technology leaders know the cloud is essential, but lack clarity and experience. To the Cloud cuts through the noise and addresses

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the Why, What, and How of enterprise cloud adoption. The book lays out a four-step framework leveraging the experience and best practices of Microsoft's own IT group. It provides end-to-

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**end business and
technology guidance,
including how to analyze
application portfolios to
identify good cloud
candidates, choose the
right cloud models,**

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consider architecture and security, and understand how shifting operations to the cloud affects budgeting and staffing. The book is applicable to all cloud platforms and providers,

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**and debunks myths in its
clear and concise style
(e.g., real clouds are more
than just web hosting,
virtualization, or the
Internet itself rebranded).
It takes a balanced**

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**approach, addressing
concerns and hybrid
adoption scenarios alike.**

**Leveraging the authors'
proven expertise working
for Microsoft's CIO on cloud
migration and with cloud**

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**platform development
teams, the book is
supported by clear
frameworks, graphics,
tables, summaries, and
checklists to provide a true
practitioner's guide to the**

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cloud. In this book, you will learn how to Explore cloud computing to understand its promise and challenges Envision how cloud computing can transform your organization Enable

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your organization with the necessary resources and skills Execute the design, development, and operation of cloud workloads To the Cloud is an essential guide for IT

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**professionals seeking to
lower total cost of**

ownership, improve the

**return on IT investment of
existing services, or help**

**the business bring new
products to market more**

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Ways to Go From Meeting
to Exceeding Your
Customers' Expectations**

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Gaining Competitive

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Advantage Through

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Value Investing with the

Masters

Governance of the

Extended Enterprise

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**Reflections on Leadership
Achieving Excellence
Through Customer Service**

Offers information on applying
the principles of product
management to the
development of Web sites and

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In an increasingly dynamic and competitive world, organizations of all kinds are continually looking for leaders who can most effectively inspire others to improve

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productivity and performance. Yet, meeting goals and objectives is no longer enough. Leaders who exceed expectations will be in the best position to emerge as the superstars of their generation.

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General Looney reflects upon his most formidable experiences during a 40-year career and articulates his leadership philosophy, which is built around a very simple notion -- the greatest leaders

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are those who not only "exceed expectations," but also inspire others to do the same. Reviews

Over the years, I've learned that people at every level of experience and responsibility learn about leadership best

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from stories which resonate with their own lives. Through a variety of stories, Bill Looney has captured the importance leaders play in creating the right environment to allow organizations to exceed

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expectations. His reflections on leadership provide a wealth of lessons learned. Well done!

Richard B. Myers, Former Chairman of the Joint Chiefs of Staff Whether you are leading military forces or a corporate

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entity, success is all about exceeding expectations. Bill

Looney has it right, and his

leadership approach works--I

use it in my company! This is a

must read for all leaders and

those who aspire to leadership

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positions. Andrew C. Taylor,
Chairman and Chief Executive
Officer, Enterprise Rent-A-Car

There is a dire need for
effective leadership in

American enterprise today and
General Bill Looney's book

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Company Can Teach You offers an excellent how-to perspective. As you read it, ask

yourself, "How can I apply

these common sense

techniques to exceed

expectations?" Believe me,

they will work for you! Bob

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Gaylor, 5th Chief Master Sergeant of the US Air Force

About the Author General Bill

Looney retired from the

United States Air Force as a general having served on

active-duty for forty years. He

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Americas 1 Car Rental graduated from the US Air Force Academy in 1966 where was the Cadet Wing Commander and continued to exceed expectations from that point forward. General Looney eventually commanded more

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organizations than any other
Air Force general officer in
history with each organization
he led achieving demonstrable
higher levels of performance
and productivity. He is a
highly-decorated officer with

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over 4,200 flying hours. He and his wife, Marilyn, have two daughters, two son-in-laws (both Air Force officers and pilots) and two grandchildren.

Enhancing Enterprise

Intelligence: Leveraging ERP,

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CRM, SCM, PLM, BPM, and BI takes a fresh look at the benefits of enterprise systems (ES), focusing on the fact that ES collectively contribute to enhancing the intelligence quotient of an enterprise. The

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book provides an overview of the characteristic domains (i.e., business functions, processes, and activities) addressed by the various categories of ES, namely, ERP, CRM, SCM, PLM, BPM, and

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BI. The book begins with an overview of agile enterprises and dimensions of intelligent enterprises. The middle chapters detail CRM's decisive concept of customer centricity, SCM's differentiating concept

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of customer responsiveness,
and PLM's stupendous
transformative potential for
renewing the enterprise along
with the establishment of a
collaborative enterprise with
BPM and enterprise BPM

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methodology. The latter chapters deal with the realization of an informed enterprise with BI coupled

with the novel concept of decision patterns. The author highlights the fact that any

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end-user application's

effectiveness and performance
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can be enhanced by
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transforming it from a bare
transaction to one clothed by a
surrounding context formed
from an aggregate of all

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relevant past decision patterns. The final chapter

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examines various aspects

Customers relating to a successful ES

implementation project, and

the appendix provides an

overview of the SAP Business

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Suite to give you a practical context to the discussions presented in the book.

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Today, constellations of firms ally against each other--and the firm that stands alone, may fail alone. Now there's a start-

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to-finish guide to the opportunities facing extended

enterprises. This book show

why extended enterprises

demand radically new buyer-

supplier relationships, why

traditional business structures

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Airlines willing to develop insight from foresight relating to the expected 'step phase changes' will eventually improve their margins. However, the backward-looking airline, managed using old strategic levers and short-

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term metrics, will cease to exist, merge, shrink, become more dependent on government support, or become irrelevant.

‘Management innovations’ are not going to deliver the required improvements; innovation within

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management is essential for airlines' survival. In Flying Ahead of the Airplane, Nawal Taneja analyzes global changes and thought-provoking scenarios to help airline executives adjust and adapt to the chaotic world.

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Drawing on his experience of real airline situations worldwide, the author concludes that there is a gulf between what executives are doing now and what they need to do to stay ahead of the curve. To close this

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gap, the author suggests that airline executives focus on just three relevant initiatives: a) aligning business and technology strategies, b) redesigning organization structures to centralize the role of the

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scheduling function, and c) developing relevant brands that integrate social networking technology. To support this third initiative, the book provides insights on branding from 20 fascinating non-aviation case

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studies from around the world.

Flying Ahead of the Airplane will

assist practitioners in airlines of

every size to integrate future

trends into their mainstream

thinking and launch flexible

business models to manage risk

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and compete effectively in the
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