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# Read PDF Conley Chip Maslow From Mojo Their Get Companies Great How Peak

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## KEY=COMPANIES - RHETT RYAN

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### PEAK

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#### HOW GREAT COMPANIES GET THEIR MOJO FROM MASLOW

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John Wiley & Sons After fifteen years of rising to the pinnacle of the hospitality industry, Chip Conley's company was suddenly undercapitalized and overexposed in the post-dot.com, post-9/11 economy. For relief and inspiration, Conley, the CEO and founder of Joie de Vivre Hospitality, turned to psychologist Abraham Maslow's iconic Hierarchy of Needs. This book explores how Conley's company "the second largest boutique hotelier in the world" overcame the storm that hit the travel industry by applying Maslow's theory to what Conley identifies as the key Relationship Truths in business with Employees, Customers and Investors. Part memoir, part theory, and part application, the book tells of Joie de Vivre's remarkable transformation while providing real world examples from other companies and showing how readers can bring about similar changes in their work and personal lives. Conley explains how to understand the motivations of employees, customers, bosses, and investors, and use that understanding to foster better relationships and build an enduring and profitable corporate culture.

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### PEAK

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#### HOW GREAT COMPANIES GET THEIR MOJO FROM MASLOW REVISED AND UPDATED

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John Wiley & Sons Proven principles for sustainable success, with new leadership insight PEAK is the popular, transformative guide to doing business better, written by a seasoned entrepreneur/CEO who has disrupted his favorite industry not once, but twice. Author Chip Conley, founder and former CEO of one of the world's largest boutique hotel companies, turned to psychologist Abraham Maslow's Hierarchy of Needs at a time when his company was in dire need. And years later, when the young founders of Airbnb asked him to help turn their start-up home sharing company into a world-class hospitality giant, Conley once again used the principles he'd developed in PEAK. In the decade since this book's first edition, Conley's PEAK strategy has been developed on six continents in organizations in virtually every industry. The author's foundational premise is that great leaders become amateur psychologists by understanding the unique needs of three key relationships—with employees, customers, and investors—and this message has resonated with every kind of leader and company including some of the world's best-known, from Apple to Facebook. Avid users of PEAK have found that the principles create greater loyalty and differentiation with their key stakeholders. This new second edition includes in-depth examples of real-world PEAK companies, including the author's own at Airbnb, and exclusive PEAK leadership practices that will take you—and your company's performance—to new heights. Whether you're at a startup or a Fortune 500 company, at a for-profit, nonprofit, or governmental organization, this book can help you and your people reach potential you never realized you had. Understand how Maslow's hierarchy makes for winning business practices Learn how PEAK drove some of today's top businesses to success Help employees reach their full potential—and beyond Transform the customer experience and keep investors happy The PEAK framework succeeds because it elevates the business from the inside out. These same principles apply in the boardroom, the breakroom, and your living room at home, and have proven to be the foundation of healthy, fulfilled lives. Even if you think you're doing great, you could always be doing better—and PEAK gives you a roadmap to the next level.

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### PEAK

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#### HOW GREAT COMPANIES GET THEIR MOJO FROM MASLOW REVISED AND UPDATED

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with every kind of leader and company including some of the world's best-known, from Apple to Facebook. Avid users of PEAK have found that the principles create greater loyalty and differentiation with their key stakeholders. This new second edition includes in-depth examples of real-world PEAK companies, including the author's own at Airbnb, and exclusive PEAK leadership practices that will take you—and your company's performance—to new heights. Whether you're at a startup or a Fortune 500 company, at a for-profit, nonprofit, or governmental organization, this book can help you and your people reach potential you never realized you had. Understand how Maslow's hierarchy makes for winning business practices Learn how PEAK drove some of today's top businesses to success Help employees reach their full potential—and beyond Transform the customer experience and keep investors happy The PEAK framework succeeds because it elevates the business from the inside out. These same principles apply in the boardroom, the breakroom, and your living room at home, and have proven to be the foundation of healthy, fulfilled lives. Even if you think you're doing great, you could always be doing better—and PEAK gives you a roadmap to the next level.

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## **EMOTIONAL EQUATIONS**

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### **SIMPLE TRUTHS FOR CREATING HAPPINESS + SUCCESS**

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Simon and Schuster “An invaluable operating manual,” says Tony Hsieh, Zappos CEO and author of *Delivering Happiness*. Using brilliantly simple logic that illuminates the universal truths in common emotional challenges, popular motivational speaker and bestselling author Chip Conley has written “a fresh, original guide to an authentic and fulfilling life.”\* With a foreword by Tony Hsieh, CEO of Zappos and author of *Delivering Happiness* When Chip Conley, dynamic author of the bestselling *Peak*, suffered a series of devastating personal and professional setbacks, he began using what he came to call “Emotional Equations” (such as Joy = Love - Fear) to help him focus on the variables in life that he could handle, rather than dwelling on the parts he couldn't, such as the bad economy, death, and taxes. Using brilliantly simple logic that illuminates the universal truths in common emotional challenges, *Emotional Equations* offers a way to identify the elements in our lives that we can change, those we can't, and how to better understand our emotions so they can help us . . . rather than hurt us. Equations like “Despair = Suffering - Meaning” and “Happiness = Wanting What You Have ÷ Having What You Want” have been reviewed for mathematical and psychological accuracy by experts. Now Conley tells his own comeback story and those of other resilient people and inspiring role models who have worked through emotional equations in their own lives. *Emotional Equations* arms you with practical strategies for turbulent times.

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## **MARKETING THAT MATTERS**

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### **10 PRACTICES TO PROFIT YOUR BUSINESS AND CHANGE THE WORLD: EASYREAD SUPER LARGE 24PT EDITION**

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ReadHowYouWant.com

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## **WISDOM AT WORK**

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### **THE MAKING OF A MODERN ELDER**

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Penguin UK *Harness Your Knowledge and Apply Your Experience to Reinvent the Second Half of Your Career* - featuring a foreword by Brian Chesky, cofounder and CEO of Airbnb In our increasingly accelerated world that venerates the new, bright and shiny, many of us in mid-career sense that the ground is shifting beneath our feet, leaving us feeling invisible, undervalued and threatened by the 'digital natives' nipping at our heels. Chip Conley is not buying it, arguing that experience is on the brink of a comeback. At age 52, after selling the boutique hotel company he founded and ran for 24 years, Conley joined Airbnb as Head of Global Hospitality and Strategy. Though rich with experience, the industry veteran lacked the digital fluency of his 20-something colleagues. He quickly discovered that he'd been hired as a teacher and mentor, but was also in many ways a student and intern. What emerged is the secret to thriving as a mid-life worker in today's world: learning to marry wisdom and experience with curiosity, a beginner's mind, and a willingness to evolve. Igniting a bold, urgent conversation about age and ageism in the workplace, Conley liberates the term "elder" from the stigma of "elderly," and reveals the value of wisdom that can only be accrued through years on the planet. *Wisdom at Work* will teach you how to be indispensable in the second half of your working life. Chip Conley is a New York Times bestselling author, hospitality entrepreneur, and leader at the forefront of the sharing economy. At age 26, he founded Joie de Vivre Hospitality and turned it into the second largest boutique hotel brand in the U.S. Chip is now the Strategic Advisor for Hospitality and Leadership at Airbnb. He is the recipient of hospitality's highest honor, the Pioneer Award.

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## **CEOFLOW: TURN YOUR EMPLOYEES INTO MINI-CEOS**

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CEOFlow: How To Have More Freedom & Peace Of Mind While Making More Money By Creating A Team Of Employees That Run Your Business Like High-Level Executives.

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## **THE AIRBNB STORY**

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### **HOW THREE GUYS DISRUPTED AN INDUSTRY, MADE BILLIONS OF DOLLARS ... AND PLENTY OF ENEMIES**

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Virgin Books Limited In 2008, two broke art school graduates and their coder-whiz friend set up a platform that - in less than a decade - became the largest provider of accommodations in the world. Now valued at \$30 billion, Airbnb is in the very top tier of Silicon Valley's 'unicorn' startups. Yet the company has not been without controversy - disrupting

a \$500 billion hotel industry makes you a few enemies. This is also a story of regulators who want to shut it down, hotel industry leaders who want it to disappear and neighbourhoods that struggle with private homes open for public rental. But beyond the headlines and the horror stories, Airbnb has changed the terms of travel for a whole generation - where a sense of belonging has built trust between hosts and guests seeking a more original travel experience that hotels have struggled to replicate. This is the first, definitive book to tell the remarkable story behind Airbnb in all its forms - cultural zeitgeist, hotel disruptor, enemy to regulators - and the first in-depth character study of its leader Brian Chesky, the company's curious co-founder and CEO. It reveals what got Airbnb where it is today, why they are nothing like Uber, and where they are going next.

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## **THE REBEL RULES**

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### **DARING TO BE YOURSELF IN BUSINESS**

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**Touchstone** When he was 26, Chip Conley broke the two cardinal rules of starting a business: he invested in an industry about which he knew nothing and he ignored the mantra "location, location, location." He bought a notorious "pay-by-the-hour" motel in a seedy San Francisco neighborhood. A dozen years later, Chip is the "boy wonder" of the American travel industry, famous for his entrepreneurial genius, creativity, and sense of fun. In *The Rebel Rules*, Conley shares his success secrets. He focuses on the primary traits -- vision, passion, instinct, and agility -- that characterize today's fast company leaders. His guidebook doubles as a toolbox for anyone -- whether a virgin entrepreneur or a corporate manager -- who wants to walk in step with today's business innovators. *The Rebel Rules* will show you how to: Tap into your natural talents and focus on what you can control Build a fanatical customer base and create great buzz Engage employees and encourage them to break the rules Kick butt in business and still have a life With exercises and activities that will develop these and other business skills, *The Rebel Rules* will transform the way you approach your career.

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### **AIMBITIOUS: A LIFE OF ENLIGHTENED SELF-LEADERSHIP**

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### **A NEW PHILOSOPHY ON LIVING A LIFE OF PASSION, PURPOSE, AND ULTIMATE FULFILLMENT**

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**iUniverse** It began with a letter Scott wrote to the CEO of his company. Amidst the economic turmoil brought on by the 2008 financial crisis, senior management solicited feedback from employees on ways to improve the operations of the firm going forward. The message resonated with Scott. He sensed a different way of doing things that by examining company values and focusing on teamwork, the firm could achieve economic profit and create a workforce of engaged, fulfilled team members. Completing this exercise had profound meaning for him. Scott began to see the power of identifying core values, establishing team culture, and developing an action plan for success. The letter turned into a blueprint for creating a new career and a life of purpose. In an enlightening account of Scott's journey of introspection and inspiration, he provides a how-to guide for transforming any area of life and delivers one profound message: living a life of fulfillment is predicated on honoring your passion and purpose and contributing meaningfully to others around you. In this moment of economic rebirth and global self-examination, there has never been a better time to follow your heart and claim ownership for your true identity. We the world and individuals cannot afford to ignore those internal impulses that are telling each of us to believe in ourselves and honor what we are most passionate about creating and contributing in our lives. The stakes political, economic, social, and spiritual are just too high not to. Join Scott as he teaches you: How to find your passion and turn it into a life of meaning What the difference is between a career and a calling What your Trajectory of Purpose is and how defining it now will improve your life forever How to start your own company from scratch and establish values of lasting success How to create a Mindset of Opportunity and see the world as a team effort How to live a life of self-leadership that allows you to call the shots and be the architect of your own life The time is always now!

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### **ETHNOGRAPHY FOR MARKETERS**

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### **A GUIDE TO CONSUMER IMMERSION**

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**SAGE** 'Ethnography for Market Research' provides a comprehensive step-by-step guide for planning and executing consumer studies that lead to innovations in products, services, and communications.

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### **POWER VERSUS FORCE**

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### **AN ANATOMY OF CONSCIOUSNESS : THE HIDDEN DETERMINANTS OF HUMAN BEHAVIOR**

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**Veritas Pub** David R. Hawkins details how anyone may resolve the most crucial of all human dilemmas: how to instantly determine the truth or falsehood of any statement or supposed fact. Dr. Hawkins, who worked as a "healing psychiatrist" during his long and distinguished career, uses theoretical concepts from particle physics, nonlinear dynamics, and chaos theory to support his study of human behavior. This is a fascinating work that will intrigue readers from all walks of life!

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### **PRISONERS OF OUR THOUGHTS**

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### **VIKTOR FRANKL'S PRINCIPLES FOR DISCOVERING MEANING IN LIFE AND WORK**

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Berrett-Koehler Publishers

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## **MORE THAN A MOTORCYCLE**

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### **THE LEADERSHIP JOURNEY AT HARLEY-DAVIDSON**

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Harvard Business Review Press In the late 1980s, Harley-Davidson beat back an assault by Japanese competitors and engineered a remarkable financial turnaround. But it subsequently faced an even more formidable challenge: maintaining and improving on its success in the absence of an external crisis. To answer this challenge, then-CEO Rich Teerlink, partnering with organizational consultant Lee Ozley, threw out the top-down strategies that had just saved the company and began building a different Harley-one that would be driven not by top management, but by employees at every level. What happened next is the stuff of turnaround legend. More Than a Motorcycle is the story behind the story of the purposeful transformation of an American icon, as told by the two individuals most deeply involved in that decade-long process. The book chronicles the victories and setbacks along Harley's difficult journey from a traditional "command-and-control" culture to an open, participative learning environment. Teerlink and Ozley deliver three fundamental messages: people are a company's only sustainable competitive advantage; there is no "quick fix" to effect lasting, beneficial organizational change; and leadership is not a person, but a process to which everyone must contribute. They provide practical, reality-tested prescriptions for critical tasks like developing employee alignment, building structures that support participation, and implementing effective reward programs. Finally, they draw lessons from the Harley experience-lessons about values, trust, and community-that apply broadly to any business. An against-the-odds story of a business road less traveled, this book encourages today's leaders to look around the next bend-and to give every employee a view of the road from the driver's seat.

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## **LOYALTY RULES!**

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### **HOW TODAY'S LEADERS BUILD LASTING RELATIONSHIPS**

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Harvard Business Press Reichheld draws upon case studies of a variety of businesses including Harley-Davidson, Dell Computer, and Enterprise Rent-A-Car to show how employee and customer loyalty promote financial success. His approach to developing loyalty is based upon six principles of leadership including never profiting at the expense of partners, rewarding the right results, and honest communication. Reichheld is a Bain Fellow and author of The Loyalty Effect. c. Book News Inc.

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## **EMOTIONAL EQUATIONS**

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### **SIMPLE STEPS FOR CREATING HAPPINESS + SUCCESS IN BUSINESS + LIFE**

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Atria Books "An invaluable operating manual," says Tony Hsieh, Zappos CEO and author of Delivering Happiness. Using brilliantly simple logic that illuminates the universal truths in common emotional challenges, popular motivational speaker and bestselling author Chip Conley has written "a fresh, original guide to an authentic and fulfilling life."\* With a foreword by Tony Hsieh, CEO of Zappos and author of Delivering Happiness When Chip Conley, dynamic author of the bestselling Peak, suffered a series of devastating personal and professional setbacks, he began using what he came to call "Emotional Equations" (such as Joy = Love - Fear) to help him focus on the variables in life that he could handle, rather than dwelling on the parts he couldn't, such as the bad economy, death, and taxes. Using brilliantly simple logic that illuminates the universal truths in common emotional challenges, Emotional Equations offers a way to identify the elements in our lives that we can change, those we can't, and how to better understand our emotions so they can help us . . . rather than hurt us. Equations like "Despair = Suffering - Meaning" and "Happiness = Wanting What You Have ÷ Having What You Want" have been reviewed for mathematical and psychological accuracy by experts. Now Conley tells his own comeback story and those of other resilient people and inspiring role models who have worked through emotional equations in their own lives. Emotional Equations arms you with practical strategies for turbulent times.

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## **MASLOW'S HIERARCHY OF NEEDS**

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### **GAIN VITAL INSIGHTS INTO HOW TO MOTIVATE PEOPLE**

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50 Minutes Understand the true foundations of human motivation This book is a practical and accessible guide to understanding and implementing Maslow's Hierarchy of Needs, providing you with the essential information and saving time. In 50 minutes you will be able to: • Understand the five different levels of needs experienced by all humans • Adapt your marketing strategies to satisfy as many of those needs as possible • Turn your target market into loyal customers ABOUT 50MINUTES.COM| Management & Marketing 50MINUTES.COM provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications are easy to use and they will save you time. They provide both elements of theory and case studies, making them excellent guides to understand key concepts in just a few minutes. In fact, they are the starting point to take action and push your business to the next level.

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## **THE MASLOW BUSINESS READER**

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John Wiley & Sons Includes Original Essays & Letters "The more evolved and psychologically healthy people get, the more will enlightened management policy be necessary in order to survive in competition and the more handicapped will be an enterprise with an authoritarian policy."-Abraham Maslow In a world in which each new day brings a new

management theory or strategic proposition, the timeless ideas of Abraham Maslow resonate with unimpeachable insight and clarity. Dr. Maslow, the pioneer behind elemental concepts including the hierarchy of needs and the human search for self-actualization, innately understood that the goals and passions that so impact humans in their everyday life could be just as applicable-and his own findings just as valuable-in the work environment. The Maslow Business Reader collects Maslow's essays and letters for his many devoted adherents, and introduces his published and unpublished works to readers unfamiliar with Maslow's management breakthroughs. From recognizing and warning against management's natural progression to mechanize the human organization to brilliant discussions of human motivation, Dr. Maslow never fails to instantly recognize the heart and soul of each matter and provide direct, across-the-board solutions. Abraham Maslow's contributions to behavioral science shine on every page. In notes and articles, as well as personal letters to icons B. F. Skinner, John D. Rockefeller II, and others, The Maslow Business Reader provides his outlook on: \* Management and leadership issues such as customer loyalty, entrepreneurship, and the importance of communication \* Ways to build a work environment conducive to creativity, innovation, and maximized individual contributions \* Techniques for finding comfort in change and ambiguity, and using them to spur creativity and innovation Amid today's impressive technological innovations, business leaders sometimes forget that work is-at its core-a fundamental human endeavor. The Maslow Business Reader reminds us of Dr. Abraham Maslow's towering contribution to the understanding of human behavior and motivation, and how his efforts can lead to a greater understanding of the twenty-first-century workplace-and the workers who call it home. An important analysis of workplace motivation-from the twentieth century's most influential behavioral expert Abraham Maslow is renowned-and rightfully so-for his pioneering work on the hierarchy of needs and the human drive for self-actualization. As today's worker increasingly equates professional success with personal satisfaction and fulfillment, Dr. Maslow's words and ideas have become recognized for their wisdom and prescience on performance improvement and management/employee relationships. The Maslow Business Reader collects Abraham Maslow's most instructive, intuitive thoughts and essays into one important volume. Assembled from the wealth of behavioral research and analysis Dr. Maslow left upon his death in 1970, the enclosed selections reveal a man comfortable with his position in history, tireless in his efforts to better understand what truly makes humans strive to reach their potential, and gifted in his ability to translate the most profound concepts and realities into entertaining, thought-provoking prose. Abraham Maslow is still regarded as the modern world's most articulate, insightful authority on human behavior and motivation. Discover his beliefs and conclusions on worker drives and motivations-as applicable today as when they were first written-in The Maslow Business Reader.

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### **THE AIRBNB WAY: 5 LEADERSHIP LESSONS FOR IGNITING GROWTH THROUGH LOYALTY, COMMUNITY, AND BELONGING**

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McGraw Hill Professional An unprecedented inside look at how Airbnb and its host community create dynamic customer experiences and build brand loyalty in the sharing economy Airbnb best embody the entrepreneurial and disruptive spirit of today's sharing economy. Since its early days as a humble start-up, Airbnb has evolved into a revolutionary force in the short-term housing market as a platform where hosts provide listings spread across more than 81,000 cities and 191 countries. Airbnb's leadership strives to support the host community to ensure a consistent, on-brand experience for every guest, every time. The Airbnb Way delivers proven methods for increasing customer engagement, loyalty, and referrals that can be utilized in every service setting and in any industry. Exclusive interviews with Airbnb leaders and rich stories from hosts and guests provide an inside look into the wildly popular online rental platform. The book features: •Airbnb strategies and practices that will drive customer engagement and loyalty •Expert advice on how to provide phenomenal customer service •Illuminating stories about Airbnb guest and host experiences•Unique leadership principles for activating all stakeholders--including those who share resources and services and more

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### **EFFECTIVE HUMAN RELATIONS: INTERPERSONAL AND ORGANIZATIONAL APPLICATIONS**

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Cengage Learning Master the human relation skills you need to become successful in today's workplace with one of the most widely used human relations texts available. EFFECTIVE HUMAN RELATIONS incorporates hundreds of examples of real human relations issues and practices in successful companies. This comprehensive 13th edition explores goal-setting, the root causes of negative attitudes, the use of personal branding and social media in the job market, emotional intelligence, positive psychology and happiness, and how companies create a dynamic company cultures. Self-assessments and self-development opportunities throughout the book teach you to assume responsibility for improving your personal skills and competencies. This text will help you gain the insights, knowledge and relationship skills you need to deal successfully with the wide range of people-related challenges in business today. It is a text you can continue to refer to throughout your life! Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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### **BEST! - NO NEED TO BE CHEAP IF YOU ARE...**

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eBookIt.com Inspired by the principles developed in the "Service Profit Chain," Mike Hohnen takes you through each of the steps needed to create an outstanding service business. We live in a world of abundance - there is plenty of choice everywhere. And since 2008 we have experienced significant drops in demand as consumers became more careful. The result is a widening gap between supply and demand in virtually any category you can imagine. When that happens, many companies have a knee-jerk reaction, and the recipe is more or less always the same: initiate rigorous cost-cutting programmes, reduce staff and/or services, offer discounts in many forms, and increase advertising aggressively. This, however, is the equivalent of trying to steer and brake as your car begins to skid on black ice while

going through a sharp curve. As you hit that declining demand curve, you need to perform what at first seems like a counter intuitive move: hold your price, increase your services, improve your quality, and narrow your focus in the market. In this book, you will not only understand why but also see how you can do that.

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### **LET MY PEOPLE GO SURFING**

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### **THE EDUCATION OF A RELUCTANT BUSINESSMAN**

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New York : Penguin Press The personal stories of the founder of Patagonia, Inc. describes his underprivileged childhood as an immigrant in southern California, early fame as a successful mountain climber, and company's dedication to quality and environmental responsibility. 75,000 first printing.

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### **RETURN ON CUSTOMER**

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### **CREATING MAXIMUM VALUE FROM YOUR SCARCEST RESOURCE**

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Broadway Business Explores the critical need to measure customers' long-term profitability and loyalty to identify the specific products and services that can increase the customer base and to assess the effectiveness of popular marketing techniques.

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### **THE NO ASSHOLE RULE**

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### **BUILDING A CIVILIZED WORKPLACE AND SURVIVING ONE THAT ISN'T**

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Hachette UK The definitive guide to working with -- and surviving -- bullies, creeps, jerks, tyrants, tormentors, despots, backstabbers, egomaniacs, and all the other assholes who do their best to destroy you at work. "What an asshole!" How many times have you said that about someone at work? You're not alone! In this groundbreaking book, Stanford University professor Robert I. Sutton builds on his acclaimed Harvard Business Review article to show you the best ways to deal with assholes...and why they can be so destructive to your company. Practical, compassionate, and in places downright funny, this guide offers: Strategies on how to pinpoint and eliminate negative influences for good Illuminating case histories from major organizations A self-diagnostic test and a program to identify and keep your own "inner jerk" from coming out The No Asshole Rule is a New York Times, Wall Street Journal, USA Today and Business Week bestseller.

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### **THE HUMAN SIDE OF DIGITAL BUSINESS TRANSFORMATION**

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John Wiley & Sons Master the essential human component of digital transformation In The Human Side of Digital Business Transformation, veteran emerging technology expert Kamales Lardi delivers an essential and practical exploration of the real-world implementation of digital transformation. The book teaches readers how to drive digital business transformation success by addressing a key element - the people side of transformation. This includes managing internal stakeholders, such as leadership teams and employees, as well as external stakeholders, such as customer, partners and supplier. The author provides a proven digital business transformation framework that facilitates the successful execution of new digital solutions. She also discusses: Digital maturity and transformation readiness assessments complete with supplementary, online tools Best practices and key learnings that drive the human side of transformation Real-world case studies and examples from renowned business leaders that offer success factors A can't-miss resource for leadership teams, management, and board members, as well as change managers and leaders in organizations, The Human Side of Digital Business Transformation will also be invaluable for students in business and executive education programs, consultants, and other business leaders interested in digital transformation.

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### **READY TO BE A THOUGHT LEADER?**

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### **HOW TO INCREASE YOUR INFLUENCE, IMPACT, AND SUCCESS**

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John Wiley & Sons The how-to guide to becoming a go-to expert Within their fields, thought leaders are sources of inspiration and innovation. They have the gift of harnessing their expertise and their networks to make their innovative thoughts real and replicable, sparking sustainable change and even creating movements around their ideas. In Ready to Be a Thought Leader?, renowned executive talent agent Denise Brosseau shows readers how to develop and use that gift as she maps the path from successful executive, professional, or civic leader to respected thought leader. With the author's proven seven-step process—and starting from wherever they are in their careers—readers can set a course for maximum impact in their field. These guidelines, along with stories, tips, and success secrets from those who have successfully made the transition to high-profile thought leader, allow readers to create a long-term plan and start putting it into action today, even if they only have 15 minutes to spare. Offers a step-by-step process for becoming a recognized thought leader in your field Includes real-world examples from such high-profile thought leaders as Robin Chase, founder and former CEO of Zipcar; Chip Conley, author of PEAK and former CEO of JDV Hospitality; and more Written by Denise Brosseau, founder of Thought Leadership Lab, an executive talent agency that helps executives become thought leaders, who has worked with start-up CEOs and leaders from such firms as Apple, Genentech, Symantec, Morgan Stanley, Medtronic, KPMG, DLA Piper, and more Ready to Be a Thought Leader? offers essential reading for anyone ready to expand their influence, increase their professional success, have an impact far beyond a single organization and industry, and ultimately leave a legacy that matters.

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## **THE SOCIAL CUSTOMER: HOW BRANDS CAN USE SOCIAL CRM TO ACQUIRE, MONETIZE, AND RETAIN FANS, FRIENDS, AND FOLLOWERS**

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McGraw Hill Professional "The social customer is your NEW customer. And if you don't recognize it, they will be someone else's new customer. Adam Metz presents a clear, concise game plan for attracting them, connecting with them, and keeping them. Don't just buy this book: invest in the content. Actually, invest time to implement the content." —JEFFREY GITOMER, author of *The Little Red Book of Selling and Social BOOM!* "This book connects two key dots in the customer equation: knowing why your customers uniquely do business with you and taking actions that cause them to repeat that choice more frequently." — RICH BLAKEMAN, sales vice president, Miller Heiman, from the Afterword "I've seen the future of marketing and it delivers in less than 300 pages. Adam Metz's *The Social Customer* makes a compelling case for revolutionizing your thinking about how you connect and build a relationship with your customer in a fashion that shrinks your marketing team and amplifies the love the world feels for you and your product. Not easy stuff, and, done the wrong way, it's dangerous." — CHIP CONLEY, founder of Joie de Vivre Hospitality and author of *PEAK: How Great Companies Get Their Mojo from Maslow About the Book* IF you look at the people who follow your company via social media simply as "social media users," you're missing a much bigger picture. They are, above all, your customers—and as such, they have a multitude of needs. But without the right social media strategy, they might not remain your customers for long. Adam Metz is prized by clients and online fans for his understanding of what makes both companies and their customers click—and how social media can get them in sync and drive revenue. In *The Social Customer*, he teaches you all you'll need to know to transform your business—not just on the Web but across the board. Even if Facebook and Twitter were to disappear tomorrow, these are the fundamentals that will always apply—whatever the technology and whatever the social media. You'll learn: How to transform your brand into a coveted "Social Object" Where your brand currently stands with your social customers—and how to mobilize your customers to get the word out The "The Ten Commandments of Social Customer Relationship Management" How to harness the power of collaboration How to delight your customers and win loyalty through individualized Treatment What terms like "Social Marketing" and "Social Sales Insights" really mean—and why they can be vital to business success Metz also includes anecdotes, case studies, and outside-the-box inspiration from branding innovators—ranging from upstart punk bands to absolute giants like Burger King and SAP—all designed to keep you thinking critically, creatively, and with the kind of flexibility that will keep your social customers engaged as your company grows.

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## **FOUR PORTALS TO POWER**

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### **A PRACTICAL GUIDE TO TRUE SELF-MASTERY FOR LEADERS**

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To achieve at greater levels, it is crucial that we master the forces within our personalities that drive -- and often undermine -- our success. Drawing on his work as a clinical psychologist with thousands of leaders worldwide, Dean Herman provides a precise system for understanding and transforming the self-doubt and other personality elements that block our power and damage our relationships. Overall, we learn a potent, step-by-step framework for true self-mastery -- so that we can elicit from others the responses we need and make our greatest contributions.

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## **NOBLE ENTERPRISE**

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### **THE COMMONSENSE GUIDE TO UPLIFTING PEOPLE AND PROFITS**

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Cosimo, Inc. If you want the insights, leadership tools-and inspiration-to create a noble enterprise and lead your people to new heights of performance, then this is the book for you. In it you will learn how to: . Strengthen your organization: Awaken and activate the rich array of human energy, wisdom, passion, and purpose in your organization. . Revitalize your company: Create and implement a plan for turning around (and turning on) even the most "stuck" operation. . Build sustainable growth and profitability: Learn the secrets of corporate revitalization and apply them to achieve sustainable success. . Expand your leadership impact: Build employee morale and commitment-and help your people achieve big performance goals. . Inspire your people: Increase your people's enthusiasm and confidence, and turn your company into a high-performing noble enterprise. "A must-read for serious students and practitioners of leadership." -Ken Bardach, associate dean and Charles and Joanna Knight Distinguished Director of Executive Programs, Olin Business School, Washington University in St. Louis

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## **FIVE MINUTES ON MONDAYS**

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### **FINDING UNEXPECTED PURPOSE, PEACE, AND FULFILLMENT AT WORK**

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FT Press Imagine the leaders of one of New York City's top real-estate firms coming together every Monday morning to hear...the moral and spiritual thoughts of a Rabbi. Wouldn't you like to be a fly on the wall? To hear the paths Alan Lurie traced for his listeners, how he helped them bring together their spiritual and business lives, the sacred and the profane? *Five Minutes on Mondays* compiles these talks for the first time, sharing Lurie's deep and profound inspiration on the challenges we all face-at work, and in life. Lurie draws on millennia of philosophy, theology, and science to help us answer our deepest questions, comfort our deepest yearnings, and become better people-more connected to each other, and to the Greater Purpose. • Prosper while keeping your integrity • Balance faith, honor, and ambition • Use your workplace as your moral and spiritual "gymnasium" • Find deeper meaning and purpose in your work • Face your fears and failures, and keep going • Gain real respect-and give it • Live one authentic life-at work, and everywhere else

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## THE CORE VALUE EQUATION

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### A FRAMEWORK TO DRIVE RESULTS, CREATE LIMITLESS SCALE AND WIN THE WAR FOR TALENT

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Lioncrest Publishing If you're a CEO, three of the biggest pain points you face in today's business world are: Making the best decisions when the answer isn't always clear Maintaining a strong and consistent culture as your business rapidly grows Attracting and retaining the best talent who are a strong culture fit These problem areas lead to inconsistency, growing pains, and major roadblocks on how to take your organization to the next level. Thankfully, there's a simple solution: Discover, build, and create your core value driven organization. In The Core Value Equation, Darius Mirshahzadeh shows how core values create the ultimate decision-making engine for your organization that consistently produces spectacular results. Core values also create an "invisible manager" that sits next to every employee and holds them accountable to a common set of beliefs, actions, and outcomes, all without hiring a single person. Finally, core values are the best tool out there to recruit and support an army of diehard team members who speak the same language, create consistent results, and make your organization a magnet for like-minded individuals.

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## COMPANIES ON A MISSION

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### ENTREPRENEURIAL STRATEGIES FOR GROWING SUSTAINABLY, RESPONSIBLY, AND PROFITABLY

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Stanford University Press "Let your social and environmental conscience be your guide" can be a successful and durable strategy for a firm. This is the first book to explain how following a vision for the earth and for society can be a powerful route to profits for small and medium sized companies. Companies on a Mission explains that mission-driven companies appreciate and leverage traditional strategic principles—with a twist—to win in the marketplace. By clearly and pragmatically laying out this argument, author Michael V. Russo crystallizes for enlightened businesses what Michael Porter made clear for mainstream firms years ago. The book shows that a mission-driven approach creates significant barriers to imitation by larger, established rivals. Mission-driven firms build their brands on authenticity. Only you are you. And, authenticity builds customer loyalty. Later in the book, Russo moves beyond the firm level to look at these companies in context. He finds, for instance, that just as specific industries often develop in geographic clusters, mission-driven companies also aggregate. But, they put down roots where other businesses are pursuing complementary goals. Portland and the Bay Area are two such hotbeds. This allows for cooperation, as opposed to breeding stiff competition. The rise to prominence of mission-driven companies like Patagonia, Seventh Generation, Kettle Foods, and Calvert Group is undoubtedly the result of powerful trends in consumer markets, including the rise of conscious consumerism, the transparency movement, and fallout from global competition. Most books that address social and environmental issues are focused on large corporations, crafted as autobiographies by CEOs, or written as moral calls to action without regard for the bottom line. Companies on a Mission both chronicles a movement and provides grounded guidance to entrepreneurs and managers who wish to join the wave. For these readers, this book is a one-of-a-kind bible.

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## DELIVERING TRAINING WORKSHOPS

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### PFEIFFER ESSENTIAL GUIDES TO TRAINING BASICS

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John Wiley & Sons Delivering Training Workshops is filled with practical information, best practices, and proven strategies. This book will help trainers, no matter what their level of experience, prepare and deliver effective workshops that achieve results for both individuals and their organizations while meeting the challenges of today's fast-paced, rapidly changing learning environment. It covers a wide range of topics, including: Planning and scheduling a workshop Methods for preparing workshop participants to learn Tips to help trainers increase their confidence Keep participants engaged and involved How to present information clearly, respond to questions, and manage the group Tools for measuring workshop success Methods for conducting virtual workshops The Pfeiffer Essential Guides to Training Basics is a three-volume series—Training Fundamentals, Designing and Developing Training Programs, and Delivering Training Workshops—that offers new and experienced trainers a wealth of ideas, information, tips, tools, and techniques. Praise for Delivering Training Workshops "Here's a terrific guide....to make sure you successfully teach others what you know." —Barbara Nelson, principal of Nelson Communications "Janis Chan guides you step-by-step through the process of planning and delivering training that engages participants and helps them learn, sharing her vast store of practical tips and techniques." —Sue Funkhouser, facilitator and organization development consultant, Pinwheel Performance "A learning tool....to increase your confidence and deliver training that achieves results." —Natasha Terk, President, Write It Well

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## DESIGNING AND DEVELOPING TRAINING PROGRAMS

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### PFEIFFER ESSENTIAL GUIDES TO TRAINING BASICS

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John Wiley & Sons Designing and Developing Training Programs is filled with practical information, best practices, and proven strategies. This book will help both new and experienced trainers design and develop training programs that achieve results for both individuals and their organizations while meeting the challenges of today's fast-paced, rapidly changing learning environment. Created to be easy-to-use, Designing and Developing Training Programs covers a wide range of topics, including how to: Ensure that training is needed, relevant, and cost-effective Analyze the needs and characteristics of the audience Write behavioral learning Select the right content and design activities that help people

learn Develop effective learning materials Create a program evaluation Design virtual and remote training programs  
 Praise for Designing and Developing Training Programs "Janis Fisher Chan is truly a master designer, having an uncanny ability to help people to truly think. Her book is of real service to anyone in the field of training." —Manfred Kets de Vries, Raoul de Vitry d'Avaucourt Chaired Clinical Professor of Leadership Development and director, INSEAD Global Leadership Centre "What makes Janis Chan's book so exceptional is the variety of challenging, content-related exercises that bring the concepts 'up close and personal' into the reader's life and work." —Sharon Bowman, Author, Training from the BACK of the Room!

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## TRAINING FUNDAMENTALS

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### PFEIFFER ESSENTIAL GUIDES TO TRAINING BASICS

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John Wiley & Sons Training Fundamentals is a no-nonsense, practical overview of training, filled with useful information, best practices, and proven strategies to help both new and experienced trainers develop their skills and design and deliver training that achieves results in today's rapidly changing learning environment. Designed to be easy-to-use, Training Fundamentals covers a range of topics, including: How training helps organizations achieve their goals What characteristics and skills a trainer needs to be successful The adult learning principles that guide all successful training programs The basics of designing, developing, delivering, and evaluating training programs Guidelines for becoming a professional trainer The Pfeiffer Essential Guides to Training Basics is a three-volume series—Training Fundamentals, Designing and Developing Training Programs, and Delivering Training Workshops—that offers new and experienced trainers a wealth of ideas, information, tips, tools, and techniques. Praise for Training Fundamentals "Training—it sounds so simple, but it's not. This book provides an essential—and practical—foundation for designing and delivering a successful workshop. It's easy to use, practical, and chock full of insights only a successful trainer knows." —Barbara Nelson, principal of Nelson Communications "With crisp, fresh, and easy to understand language, Chan cuts through all the jargon and provides easy to follow guidelines for becoming a pro." —Terrence L. Gargiulo, president, MAKINGSTORIES.net, and author, Building Business Acumen for Trainers and Trainer's Portable Mentor

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## BUILDING AN INNOVATIVE LEARNING ORGANIZATION

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### A FRAMEWORK TO BUILD A SMARTER WORKFORCE, ADAPT TO CHANGE, AND DRIVE GROWTH

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John Wiley & Sons Institute a culture of learning to boost organizational performance and agility What makes organizations successful? Today, most successful companies are learning organizations. Building an Innovative Learning Organization shows you how to join their ranks and bring your organization up to the head of the class. This book is a practical, actionable guide on how to boost performance, successfully manage change, and innovate more quickly. Learning organizations are composed of engaged, motivated employees who continually seek improvement, which leads to organizational agility and the ability to innovate ahead of the curve. When you encourage learning at every level, from the intern to the C suite, you gain a more highly skilled workforce with a greater ability to act in any situation. Building an Innovative Learning Organization shows you how to create this culture in your organization, with detailed explanations, practical examples, and step-by-step instructions so you can get started right away. Written by a recognized thought leader in the training industry, this informative and insightful guide is your roadmap to a more effective organization. You will discover how to: Attract, retain, and motivate the best employees Become a more innovative and agile organization Create a culture of continuous self-improvement Encourage learning at all levels and translate it into action Learning and education doesn't end at graduation—it's a lifelong process that keeps you relevant, informed, and better able to achieve your goals. These same benefits apply at the organizational level, making the culture self-sustaining: learning organizations attract top workers, who drive the organization forward, which attracts more top workers. If you want the best people, you have to be their best option. Building an Innovative Learning Organization gives you a blueprint for building a culture of learning, for a stronger, more robust organization.

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## CEO TOOLS 2.0: A SYSTEM TO THINK, MANAGE, AND LEAD LIKE A CEO

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Stonebrook Pub. Some companies seem to thrive naturally, attaining success after success. Others limp from one lackluster year to the next. What makes one company blossom while another wilts? In CEO Tools 2.0, CEO coach and C-Level executive Jim Canfield reveals the importance of making your business meaningful to yourself, your customers, and your employees. You'll discover how to better communicate your goals, execute your intentions, and optimize your results. The end goal is a healthy, flourishing company that maximizes profits while freeing CEOs from the humdrum routine of daily operations. Imagine having time to fully develop your personal and professional interests, confident in your team's ability to provide high-quality service, products, and results. This is what Canfield offers through a series of seven simple but profound steps: Set your company's direction Communicate with trust Track metrics for insight Anticipate (and create) the future Attract and coach winning team members Build an autonomous company Celebrate your success Filled with practical, actionable ideas and relevant case studies, CEO Tools 2.0 builds upon and updates Kraig Kramers's original CEO Tools. This powerful system enables you to make the most of your time and expertise—and become the CEO you were meant to be.

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## ASCENT OF THE A-WORD

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## **ASSHOLISM, THE FIRST SIXTY YEARS**

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PublicAffairs Presents a history of the word "asshole"--from its use by World War II servicemen to express frustration at arrogant superiors to its first use in print by Norman Mailer to George W. Bush's use of the word to describe a journalist.

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## **WORKPLACE WELLNESS THAT WORKS**

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### **10 STEPS TO INFUSE WELL-BEING AND VITALITY INTO ANY ORGANIZATION**

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John Wiley & Sons A smarter framework for designing more effective workplace wellness programs Workplace Wellness That Works provides a fresh perspective on how to promote employee well-being in the workplace. In addressing the interconnectivity between wellness and organizational culture, this book shows you how to integrate wellness into your existing employee development strategy in more creative, humane, and effective ways. Based on the latest research and backed by real-world examples and case studies, this guide provides employers with the tools they need to start making a difference in their employees' health and happiness, and promoting an overall culture of well-being throughout the organization. You'll find concrete, actionable advice for tackling the massive obstacle of behavioral change, and learn how to design and implement an approach that can most benefit your organization. Promoting wellness is a good idea. Giving employees the inspiration and tools they need to make changes in their lifestyles is a great idea. But the billion-dollar question is: what do they want, what do they need, and how do we implement programs to help them without causing more harm than good? Workplace Wellness That Works shows you how to assess your organization's needs and craft a plan that actually benefits employees. Build an effective platform for well-being Empower employees to make better choices Design and deliver the strategy that your organization needs Drive quantifiable change through more creative implementation Today's worksite wellness industry represents a miasma of competing trends, making it nearly impossible to come away with tangible solutions for real-world implementation. Harnessing a broader learning and development framework, Workplace Wellness That Works skips the fads and shows you how to design a smarter strategy that truly makes a difference in employees' lives—and your company's bottom line.

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## **EXECUTING DATA QUALITY PROJECTS**

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### **TEN STEPS TO QUALITY DATA AND TRUSTED INFORMATION (TM)**

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Elsevier Information is currency. Recent studies show that data quality problems are costing businesses billions of dollars each year, with poor data linked to waste and inefficiency, damaged credibility among customers and suppliers, and an organizational inability to make sound decisions. In this important and timely new book, Danette McGilvray presents her "Ten Steps approach to information quality, a proven method for both understanding and creating information quality in the enterprise. Her trademarked approach—in which she has trained Fortune 500 clients and hundreds of workshop attendees—applies to all types of data and to all types of organizations. \* Includes numerous templates, detailed examples, and practical advice for executing every step of the "Ten Steps approach. \* Allows for quick reference with an easy-to-use format highlighting key concepts and definitions, important checkpoints, communication activities, and best practices. \* A companion Web site includes links to numerous data quality resources, including many of the planning and information-gathering templates featured in the text, quick summaries of key ideas from the Ten Step methodology, and other tools and information available online.