

1. Record Nr.	UNINA9910383846003321
Autore	Cox Marc
Titolo	The business case for love : how companies get bragged about today / / Marc Cox
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2020
ISBN	3-030-36426-7
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (167 pages)
Disciplina	302.35 658.8342
Soggetti	Leadership Motivation research (Marketing) Employees—Coaching of Employee health promotion Business Business Strategy/Leadership Consumer Behavior Coaching Employee Health and Wellbeing Popular Science in Business and Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1. Introduction -- Part I. How to Kill the Company Spirit -- Chapter 2. Leadership in the Dock -- Chapter 3. The Backlash: The Establishment Gets a Bloody Nose -- Chapter 4. "But I have an MBA!" -- Chapter 5. Fool's Gold -- Part II. Falling in Love -- Chapter 6. Becoming Bragged About -- Chapter 7. Love is in the Air -- Chapter 8. Love is Still in the Air -- Chapter 9. The 'Love' Grid -- Chapter 10. The Company Spirit -- Part III. Staying in Love -- Chapter 11. How the Boss Can Be Loved -- Sharing the Love -- Chapter 13. Creating Your Own Love Story -- Appendix. Some Love Stories.
Sommario/riassunto	Love it? Hate it? Or, just don't care? How we feel about something dramatically affects how we interact with it. When we feel, we care.

When we care, things happen. Companies that are thriving, not just surviving, are much more than a set of ruthlessly efficient and mechanistic processes – they are a social system operated by people for people. The quality of relationships, both inside and outside the organization is a far more important driver of sustainable success or failure than the quality of its control systems. The head is important, but it is the heart that matters most. If you want your customers to be brand ambassadors and your employees to brag about you to their friends, you need them to not just think you're great – you need them to feel you're great. You need them to love you – and for that, you need them to feel that you love them. For over a decade Marc Cox has been helping companies whose toxic cultures, miserable employees, and angry customers have all but destroyed them to rebuild their company spirit, discover the business case for love and build an organization that is wonderful to work for, brilliant to do business with and has the mindset of creating memorable employee and customer experiences. Underpinned by fresh insights and perspectives, robustly tested and refined by the real world experience of working with a wide range of companies and over 2,000 senior executives drawn from all parts of the world, and filled with fascinating and illustrative “love stories” the book will help you to make the business case for love. It will help you to find a more rewarding and invigorating way of working – both emotionally and financially. In short, it shows what happens when the love is put back into business.
