

1. Record Nr.	UNINA9910458610803321
Autore	Peppers Don
Titolo	Rules to break and laws to follow [[electronic resource]] : how your business can beat the crisis of short-termism // Don Peppers, Martha Rogers
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, c2008
ISBN	1-118-38107-6 1-281-20426-9 9786611204266 0-470-28802-7
Descrizione fisica	1 online resource (317 p.)
Collana	Microsoft executive leadership series
Altri autori (Persone)	RogersMartha <1952->
Disciplina	658.4/09
Soggetti	Success in business Customer relations Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Series statement from jacket.
Nota di bibliografia	Includes bibliographical references (p. 257-283) and index.
Nota di contenuto	Rules to Break and Laws to Follow; Contents; Chapter 1: False Assumptions; Chapter 2: "Value" Is the New "Profit"; Chapter 3: Customers Are a Scarce Resource; Chapter 4: In the Long Term, the Good Guys Really Do Win; Chapter 5: Increasing the Value of Your Business; Chapter 6: Culture Rules; Chapter 7: Capitalism Redux: Greed Is Good, But Trust Is Even Better; Chapter 8: Customers and Honeybees; Chapter 9: Oops! Mistakes Happen: Recovering Lost Trust; Chapter 10: Innovate or Die; Chapter 11: Order and Chaos; Chapter 12: The Wisdom of Dissent; Chapter 13: Engaged and Enabled Chapter 14: Leaders Needed. Inquire Within Notes; References; Index
Sommario/riassunto	Praise for Rules to Break & Laws to Follow: How Your Business Can Beat the Crisis of Short-Termism ""A fascinating, highly readable synthesis of business principles, technology, sociology and common sense, Rules to Break and Laws to Follow persuasively shows the connection between customer trust and business profits, and then explains how to make it happen. As a bonus, you'll learn how to make your company more innovative, how to ensure your employees actually enjoy what

they're doing, and how to deal with the kinds of service and quality
breakdowns that occasionally
