Brand Flip The Why Customers Now Run Companies And How To Profit From It Voices That Matter

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Who Do You Want Your Customers to Become? - Michael Schrage 2012-07-17
Who do you want your customers to become? According to MIT innovation expert and thought leader Michael Schrage, if you aren't asking this question, your strategic marketing and innovation efforts will fail. In this latest HBR Single, Schrage provides a powerful new lens for getting more value out of innovation investment. He argues that asking customers to do something different doesn't go far enough—serious marketers and innovators must ask them to become something different instead. Even more, you must invest in their capabilities and competencies to help them become better customers. Schrage's primary insight is that innovation is an investment in your client, not just a transaction with them. To truly innovate today, designing new products or features or services won't get you there. Only by designing new customers—thinking of their future state, being the conduit to their evolution—will you transform your business. Schrage explains how the above question (what he calls "The Ask") will incite you and your team to imagine and design ideal customer outcomes as the way to drive your business's future. The Single is organized around six key insights and includes practical exercises to help you apply the question to your current situation. Schrage also includes examples from well-known companies—Google, Facebook, Disney, Starbucks, Apple, IKEA, Dyson, Ryanair, and others—to illustrate just what is possible when you apply "The Ask." Marketing executives, brand managers, strategic innovators, and entrepreneurs alike should understand how successful innovation rebrands the client and not the product. A requisite question for its time, Who Do You Want Your Customers To Become will liberate you and your team from 'innovation myopia'—and turn your innovation efforts on their head. HBR Singles provide brief yet potent business ideas, in digital form, for today's thinking professional.

Zag - Marty Neumeier 2007
In an age of me-too products and instant communications, keeping up with the competition is not a winning strategy. Today you have to out-position, outmanoeuvre, and out-design the competition. The new rule? When everybody zigs, zag. In the recent bestseller, The Brand Gap (AIGA/New Riders), Neumeier showed companies how to bridge the distance between business strategy and design. In his latest book Zag, he illustrates the first big step in building a high-performance brand-radical differentiation.

Wonder - R. J. Palacio 2017-09-26
Auggie Pullman, who was born with extreme facial abnormalities, goes from being home-schooled to entering fifth grade at a private middle school in Manhattan, which entails enduring the taunting and fear of his classmates.

Woo, Wow, and Win - Thomas A. Stewart 2016-11-29
In this pioneering guide, two business authorities introduce the new discipline of Service Design and reveal why trying new strategies for pleasing customers isn't enough to differentiate your business—it needs to be designed for service from the ground up. Woo, Wow, and Win reveals the importance of designing your company around service, and offers clear, practical strategies based on the idea that the design of services is markedly different than manufacturing. Bestselling authors and business experts Thomas A. Stewart and Patricia O'Connell contend that most companies, both digital and brick-and-mortar, B2B or B2C; are not designed for service—to provide an experience that matches a customer's expectations with every interaction and serves the company's needs. When customers have more choices than ever before, study after study reveals that it's the experience that makes the difference. To provide great experiences that keep customers coming back, businesses must design their services with as much care as their products. Service Design is proactive—it is about delivering on your promise to customers in accordance with your strategy, not about acceding to customer dictates. Woo, Wow, and Win teaches you how to create "Ahhh" moments when the customer makes a positive judgment, and to avoid Ow" moments—when you lose a sale or worse, customer trust. Whether you're giving a haircut, selling life insurance, or managing an office building, your customer is as much a part of your business as your employees are. Together, you and customers create a bank of trust; fueled by knowledge of each other's skills and preferences. This is Customer Capital, the authors explain, and it is jointly owned. But it's up to you to manage it profitably. Innovative yet grounded in real world examples, Woo, Wow, and Win is the key strategy for winning customers—and keeping them.

Creative Strategy and the Business of Design - Douglas Davis 2016-06-14
"The Business Skills Every Creative Needs! Remaining relevant as a creative professional takes more than creativity--you need to understand the language of business. The problem is that design school doesn't teach the strategic language that is now essential to getting your job done. Creative Strategy and the Business of Design fills that void and teaches left-brain business skills to right-brain creative thinkers. Inside, you'll learn about the business objectives and marketing decisions that drive your creative work. You already have the creativity; now it's time to gain the business insight. Once you understand what the people across the table are thinking, you'll be able to think how they think to do what we do." -- Provided by publisher.

The Brand Flip - Marty Neumeier 2015-07-24
Best-selling brand expert Marty Neumeier shows you how to make the leap from a company-driven past to the consumer-driven future. You'll learn how to flip your brand from offering products to offering meaning, from value protection to value creation, from cost-based pricing to relationship pricing, from market segments to brand tribes, and from customer satisfaction to customer empowerment. In the 13 years since Neumeier wrote The Brand Gap, the influence of social media has proven his core theory: "A brand isn't what you say it is – it's what they say it is." People are no longer consumers or market segments or tiny blips in big data. They don't buy brands. They join brands. They want a vote in what gets produced and how it gets delivered. They're willing to roll up their sleeves and help out–not only by promoting the brand to their friends, but by contributing content, volunteering ideas, and even selling products or services. At the center of the book is the Brand Commitment Matrix, a simple tool for organizing the six primary components of a brand. Your brand community is your tribe. How will you lead it?

Introduction to Probability - Joseph K. Blitzstein 2014-07-24
Developed from celebrated Harvard statistics lectures, Introduction to Probability provides essential language and tools for understanding statistics, randomness, and uncertainty. The book explores a wide variety of applications and examples, ranging from coincidences and paradoxes to Google PageRank and Markov chain Monte Carlo (MCMC). Additional

Blitzscaling - Reid Hoffman 2018-10-09
Foreword by Bill Gates LinkedIn cofounder, legendary investor, and host of the award-winning Masters of Scale podcast reveals the secret to starting and scaling massively valuable companies. What entrepreneur or founder doesn't aspire to build the next Amazon, Facebook, or Airbnb? Yet those who actually manage to do so are exceedingly rare. So what separates the startups that get disrupted and disappear from the ones who grow to become global giants? The secret is blitzscaling: a set of techniques for scaling up at a dizzying pace that blows competitors out of

the water. The objective of Blitzscaling is not to go from zero to one, but from one to one billion –as quickly as possible. When growing at a breakneck pace, getting to next level requires very different strategies from those that got you to where you are today. In a book inspired by their popular class at Stanford Business School, Hoffman and Yeh reveal how to navigate the necessary shifts and weather the unique challenges that arise at each stage of a company's life cycle, such as: how to design business models for igniting and sustaining relentless growth; strategies for hiring and managing; how the role of the founder and company culture must evolve as the business matures, and more. Whether your business has ten employees or ten thousand, Blitzscaling is the essential playbook for winning in a world where speed is the only competitive advantage that matters.

Collective Wisdom - Grace Bonney 2021-10-26
In the much-anticipated follow-up to the bestselling In the Company of Women, Grace Bonney turns to older women in a celebration of intergenerational bonds between women, and the role those bonds play in sharing vital knowledge, stories, power, and history through generations.

Flip the Funnel - Joseph Jaffe 2010-01-26
Why customer retention is the new acquisition If there's anything the recession of 2009 taught us, it was the importance of investing in our customers, but when was this any different? So says Joseph Jaffe, bestselling author of Life After the 30-Second Spot and Join the Conversation, and a leading expert and thought leader on new media and social media. In most businesses, it costs roughly five-to-ten times more to acquire a new customer than it does to retain an existing one, and yet companies continue to disproportionately spend their budgets into the "wrong" end of the funnel – the mass media or awareness side. What we haven't paid enough attention to is the "right" end of the funnel-the word-of-mouth component that essentially acts as a multiplier for future business. The economic impact of an active, engaged and loyal customer is tremendous. And the same is true of the opposite scenario, namely the impact of angry customers and negative word-of-mouth or referrals. It is this thinking that Jaffe has channeled to challenge marketers to "flip the funnel" once and for all. With a renewed focus and energy on customer experience, it is possible to grow your sales, while decreasing your budget – in other words, getting more from less. Engaging a few customers to spread the word to many. Using this new "flipped funnel" model, together with a set of new rules of customer service and a revolutionary customer referral and activation process, you'll learn how to transform your existing customers into your best salespeople. In addition, Jaffe will explain how to best introduce and combine both digital and social media tools to boost your loyalty arsenal, deploy "influencer marketing" and implement word-of-mouth strategies that inspire your loyal, opinionated, and most vocal customers to become credible, persuasive, and influential endorsers of your products and services. Explains how to cut your marketing budget AND grow sales! Illustrates practical ways to use existing customers to reach out to new prospects Outlines the authentic role of social media Demonstrates key ideas with rich, real life examples including Comcast, Apple, The Obama Campaign, Dell, Panasonic, American Airlines, Delta Airlines, Johnson & Johnson, Coca-Cola and many, many more Written by one of the most sought-after consultants, keynote speakers, and thought-leaders on new marketing change and innovation; renowned blogger and podcaster at Jaffe Juice (www.jaffejuice.com) and host/presenter of web video show, JaffeJuiceTV (www.jaffejuice.tv) Visit www.flipthefunnelnow.com to join the conversation.

The Sum of Us - Heather McGhee 2021-02-16
NEW YORK TIMES BESTSELLER • LONGLISTED FOR THE NATIONAL BOOK AWARD • One of today's most insightful and influential thinkers offers a powerful exploration of inequality and the lesson that generations of Americans have failed to learn: Racism has a cost for everyone—not just for people of color. WINNER OF THE PORCHLIGHT BUSINESS BOOK AWARD • ONE OF THE BEST BOOKS OF THE YEAR: Time, The Washington Post, St. Louis Post-Dispatch, Ms. magazine, BookRiot, Library Journal • LONGLISTED FOR THE ANDREW CARNEGIE MEDAL • "This is the book I've been waiting for."—Ibram X. Kendi, #1 New York Times bestselling author of How to Be an Antiracist Heather McGhee's specialty is the American economy—and the mystery of why it so often fails the American public. From the financial crisis of 2008 to rising student debt to collapsing public infrastructure, she found a root problem: racism in our politics and policymaking. But not just in the most obvious indignities for people of color. Racism has costs for white people, too. It is the common denominator of our most vexing

public problems, the core dysfunction of our democracy and constitutive of the spiritual and moral crises that grip us all. But how did this happen? And is there a way out? McGhee embarks on a deeply personal journey across the country from Maine to Mississippi to California, tallying what we lose when we buy into the zero-sum paradigm—the idea that progress for some of us must come at the expense of others. Along the way, she meets white people who confide in her about losing their homes, their dreams, and their shot at better jobs to the toxic mix of American racism and greed. This is the story of how public goods in this country—from parks and pools to functioning schools—have become private luxuries; of how unions collapsed, wages stagnated, and inequality increased; and of how this country, unique among the world's advanced economies, has thwarted universal healthcare. But in unlikely places of worship and work, McGhee finds proof of what she calls the Solidarity Dividend: the benefits we gain when people come together across race to accomplish what we simply can't do on our own. The Sum of Us is not only a brilliant analysis of how we arrived here but also a heartfelt message, delivered with startling empathy, from a black woman to a multiracial America. It leaves us with a new vision for a future in which we finally realize that life can be more than a zero-sum game.

Strategic Brand Management - Kevin Lane Keller 2003
Incorporating the latest thinking and developments from both academia and industry, this exploration of brands, brand equity and strategic brand management combines a comprehensive theoretical foundation with numerous techniques and practical insights for making better day-to-day and long-term brand decisions. Focused on how-to and why, it provides specific tactical guidelines for planning, building, measuring and managing brand equity. It includes numerous examples on each topic and over 75 Branding Briefs that identify successful and unsuccessful brands.

Service Profit Chain - W. Earl Sasser 1997-04-10
In this pathbreaking book, world-renowned 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 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 of anecdotal "service excellence" books fails to address this key question. Based on five years of painstaking research, the authors show how managers at American Express, Southwest Airlines, Banc One, Waste Management, USAA, MBNA, Intuit, British Airways, Taco Bell, Fairfield Inns, Ritz-Carlton Hotel, and the 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 employee loyalty, satisfaction, and productivity. The strongest relationships the authors discovered are those between (1) profit and customer loyalty; (2) employee loyalty and customer loyalty; and (3) employee satisfaction and customer satisfaction. Moreover, these relationships are mutually reinforcing; that 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 manager can build more focused operations and marketing capabilities. For example, the authors demonstrate how, in Banc One's operating divisions, a direct relationship 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 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 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 hundreds of examples like these, the authors show how to manage the customer-employee "satisfaction mirror" and the customer value equation to achieve a "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; (2) communicate the resulting self-appraisal; (3) develop a "balanced scorecard" of performance; (4) develop a recognitions and rewards system tied to established measures; (5) communicate results company-wide; (6) develop an internal "best practice" information exchange; and (7) improve overall service profit chain performance. What difference can service profit chain management make? A lot. Between 1986 and 1995, the common stock prices of the companies studied 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-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 service management.

Good to Great - Jim Collins 2011-07-19
The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the verybeginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

The Flamethrowers - Rachel Kushner 2014-01-14
Arriving in New York to pursue a creative career in the raucous 1970s art scene, Reno joins a group of dreamers and raconteurs before falling in love with the estranged son of an Italian motorcycle scion and succumbing to a radical social movement in 1977 Italy. By the National Book Award-nominated author of Telex from Cuba.

The 46 Rules of Genius - Marty Neumeier 2014
Shares forty-six tips for achieving creative brilliance in any professional field, discussing how to innovate, work, learn, and matter.

Building a StoryBrand - Donald Miller 2017-10-10
More than half-a-million business leaders have discovered the power of the StoryBrand Framework, created by New York Times best-selling author and marketing expert Donald Miller. And they are making millions. If you use the wrong words to talk about your product, nobody will buy it. Marketers and business owners struggle to effectively connect with their customers, costing them and their companies millions in lost revenue. In a world filled with constant, on-demand distractions, it has become near-impossible for business owners to effectively cut through the noise to reach their customers, something Donald Miller knows first-hand. In this book, he shares the proven system he has created to help you engage and truly influence customers. The StoryBrand process is a proven solution to the struggle business leaders face when talking about their companies. Without a clear, distinct message, customers will not understand what you can do for them and are unwilling to engage, causing you to lose potential sales, opportunities for customer engagement, and much more. In Building a StoryBrand, Donald Miller teaches marketers and business owners to use the seven universal elements of powerful stories to dramatically improve how they connect with customers and grow their businesses. His proven process has helped thousands of companies engage with their existing customers, giving them the ultimate competitive advantage. Building a

StoryBrand does this by teaching you: The seven universal story points all humans respond to; The real reason customers make purchases; How to simplify a brand message so people understand it; and How to create the most effective messaging for websites, brochures, and social media. Whether you are the marketing director of a multibillion-dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.

Cannery Row - John Steinbeck 2014-04-23
It all begins with a letter. Fall in love with Penguin Drop Caps, a new series of twenty-six collectible and hardcover editions, each with a type cover showcasing a gorgeously illustrated letter of the alphabet. In a design collaboration between Jessica Hische and Penguin Art Director Paul Buckley, the series features unique cover art by Hische, a superstar in the world of type design and illustration, whose work has appeared everywhere from Tiffany & Co. to Wes Anderson's recent film Moonrise Kingdom to Penguin's own bestsellers Committed and Rules of Civility. With exclusive designs that have never before appeared on Hische's hugely popular Daily Drop Cap blog, the Penguin Drop Caps series debuted with an 'A' for Jane Austen's Pride and Prejudice, a 'B' for Charlotte Brönte's Jane Eyre, and a 'C' for Willa Cather's My Ántonia. It continues with more perennial classics, perfect to give as elegant gifts or to showcase on your own shelves. S is for Steinbeck. Unburdened by the material necessities of the more fortunate, the denizens of Cannery Row discover rewards unknown in more traditional society. Henry the painter sorts through junk lots for pieces of wood to incorporate into the boat he is building, while the girls from Dora Flood's bordello venture out now and then to enjoy a bit of sunshine. Lee Chong stocks his grocery with almost anything a man could want, and Doc, a young marine biologist who ministers to sick puppies and unhappy souls, unexpectedly finds true love. Cannery Row is just a few blocks long, but the story it harbors is suffused with warmth, understanding, and a great fund of human values. First published in 1945, and drawn from Steinbeck's memories of real inhabitants of Monterey, California, Cannery Row focuses on the acceptance of life as it is—both the loneliness of the individual and the exuberance of community.

Scramble - Zach Gajewski 2018-10

The Big Book of Conflict Resolution Games: Quick, Effective Activities to Improve Communication, Trust and Collaboration - Mary Scannell 2010-05-28
Make workplace conflict resolution a game that EVERYBODY wins! Recent studies show that typical managers devote more than a quarter of their time to resolving coworker disputes. The Big Book of Conflict-Resolution Games offers a wealth of activities and exercises for groups of any size that let you manage your business (instead of managing personalities). Part of the acclaimed, bestselling Big Books series, this guide offers step-by-step directions and customizable tools that empower you to heal rifts arising from ineffective communication, cultural/personality clashes, and other specific problem areas—before they affect your organization's bottom line. Let The Big Book of Conflict-Resolution Games help you to: Build trust Foster morale Improve processes Overcome diversity issues And more Dozens of physical and verbal activities help create a safe environment for teams to explore several common forms of conflict—and their resolution. Inexpensive, easy-to-implement, and proved effective at Fortune 500 corporations and mom-and-pop businesses alike, the exercises in The Big Book of Conflict-Resolution Games delivers everything you need to make your workplace more efficient, effective, and engaged.

Metaskills - Marty Neumeier 2012-12-20
In a sweeping vision for the future of work, Neumeier shows that the massive problems of the 21st century are largely the consequence of a paradigm shift—a shuddering gear-change from the familiar Industrial Age to the unfamiliar "Robotic Age," an era of increasing man-machine collaboration. This change is creating the "Robot Curve," an accelerating waterfall of obsolescence and opportunity that is currently reshuffling the fortunes of workers, companies, and national economies. It demonstrates how the cost and value of a unit of work go down as it moves from creative to skilled to rote, and, finally, to robotic. While the Robot Curve is dangerous to those with brittle or limited skills, it offers unlimited potential to those with metaskills—master skills that enable other skills. Neumeier believes that the metaskills we need in a post-industrial economy are feeling (intuition and empathy), seeing (systems thinking), dreaming (applied imagination), making (design), and learning

(autodidactics). These are not the skills we were taught in school. Yet they're the skills we'll need to harness the curve. In explaining each of the metaskills, he offers encouragement and concrete advice for mastering their intricacies. At the end of the book he lays out seven changes that education can make to foster these important talents. This is a rich, exciting book for forward-thinking educators, entrepreneurs, designers, artists, scientists, and future leaders in every field. It comes illustrated with clear diagrams and a 16-page color photo essay. Those who enjoy this book may be interested in its slimmer companion, The 46 Rules of Genius, also by Marty Neumeier. Things you'll learn in Metaskills: - How to stay ahead of the "robot curve" - How to account for "latency" in your predictions - The 9 most common traps of systems behavior - How to distinguish among 4 types of originality - The 3 key steps in generating innovative solutions - 6 ways to think like Steve Jobs - How to recognize the 3 essential qualities of beauty - 24 aesthetic tools you can apply to any kind of work - 10 strategies to trigger breakthrough ideas - Why every team needs an X-shaped person - How to overcome the 5 forces arrayed against simplicity - 6 tests for measuring the freshness of a concept - How to deploy the 5 principles of "uncluding" - The 10 tests for measuring great work - How to sell an innovative concept to an organization - 12 principles for constructing a theory of learning - How to choose a personal mission for the real world - The 4 levels of professional achievement - 7 steps for revolutionizing education From the back cover "Help! A robot ate my job!" If you haven't heard this complaint yet, you will. Today's widespread unemployment is not a jobs crisis. It's a talent crisis. Technology is taking every job that doesn't need a high degree of creativity, humanity, or leadership. The solution? Stay on top of the Robot Curve--a constant waterfall of obsolescence and opportunity fed by competition and innovation. Neumeier presents five metaskills--feeling, seeing, dreaming, making, and learning--that will accelerate your success in the Robotic Age.

Experience Is Everything - Eng Tan 2021-12-06
The on-demand digital economy and the higher-than-high standard set by companies like Amazon have created a new kind of consumer -- a NOW Customer. They are always on (and always online) and expect rapid resolutions and engaged interactions from their brands at all times and across every touchpoint. Here's the tough truth: Most CX leaders have been unable to keep up. The result has been lost revenue, market share, and internal regard for their programs from colleagues and executives. But it doesn't have to be this way. There are a handful of companies that are shedding light on what exceptional CX looks like in the era of the NOW Customer. They are consistently empowering their organizations to eradicate neglect, turning consumers into buyers, and buyers into five-star fans. They are the leaders of the NOW CX movement. The Simplr team has worked and spoken with dozens of such leaders. Simplr CEO Eng Tan and CMO Daniel Rodriguez have distilled their insights into a blueprint for how CX leaders can leverage innovations in technology, alternative ways of working, and new CX programs to be a part of the NOW CX movement. Experience Is Everything is that blueprint, and it is essential reading for any business leader looking to transform "customer-first" from a slogan into a reality.

Traction - Gabriel Weinberg 2015-10-06
Most startups don't fail because they can't build a product. Most startups fail because they can't get traction. Startup advice tends to be a lot of platitudes repackaged with new buzzwords, but Traction is something else entirely. As Gabriel Weinberg and Justin Mares learned from their own experiences, building a successful company is hard. For every startup that grows to the point where it can go public or be profitably acquired, hundreds of others sputter and die. Smart entrepreneurs know that the key to success isn't the originality of your offering, the brilliance of your team, or how much money you raise. It's how consistently you can grow and acquire new customers (or, for a free service, users). That's called traction, and it makes everything else easier—fund-raising, hiring, press, partnerships, acquisitions. Talk is cheap, but traction is hard evidence that you're on the right path. Traction will teach you the nineteen channels you can use to build a customer base, and how to pick the right ones for your business. It draws on inter-views with more than forty successful founders, including Jimmy Wales (Wikipedia), Alexis Ohanian (reddit), Paul English (Kayak), and Dharmesh Shah (HubSpot). You'll learn, for example, how to: ·Find and use offline ads and other channels your competitors probably aren't using ·Get targeted media coverage that will help you reach more customers ·Boost the effectiveness of your email marketing campaigns by automating staggered sets of prompts and updates ·Improve your search engine rankings and advertising through online tools and research Weinberg

and Mares know that there's no one-size-fits-all solution; every startup faces unique challenges and will benefit from a blend of these nineteen traction channels. They offer a three-step framework (called Bullseye) to figure out which ones will work best for your business. But no matter how you apply them, the lessons and examples in Traction will help you create and sustain the growth your business desperately needs.

The Brand Flip - Marty Neumeier 2015-07-30
In the 13 years since Marty Neumeier wrote The Brand Gap, the gulf between business strategy and customer experience has finally begun to shrink. Many companies have bridged the gap to build powerful brands, radically differentiating their products and doubling down on design. But even the most successful haven't read the full memo. The rise of branding, now fueled by social media, has placed the future of companies firmly in the hands of customers. This is the brand flip, a pan-industry judo throw that's taking down some companies and raising others to the status of superstars. In this refreshingly clear book, Neumeier shows you how to make the leap to a consumer-driven future using a mixture of advice and tools presented in a lively graphic format. You'll learn how to make the flip from selling features to selling experience, from cost-based pricing to relationship-based pricing, from value protection to value creation, and from satisfaction to empowerment. And, thanks to Neumeier's fast-paced whiteboard format, you'll learn it all in less time than it takes to read through Facebook's latest privacy update. The choice today is simple: Flip or be flipped.

Little Brand Book - Kalika Yap 2020-04-14
Do you really know what makes you unique? And how to work it? Own it? Bring it? Well lucky for you, we do. And we have the playbook to show you exactly how to thrive in business, life, and relationships. Take the Brand Boss personality test to reveal your specific archetype and how this acumen applies to your life, your relationships, your career and your company. Are you a Catalyst, Coach or Crusader? Optimist or a Woo-er? Maven or Mastermind? Poet or a Prodigy? Just like there are 12 Astrological Signs, we share the 12 Personality Archetypes and then help you drill down to unlock yours. We'll also introduce you to female entrepreneurs who embody each particular archetype—an "InfluenceHER"—to personally share their kick-ass success stories and inspire you to unleash your talents, brains, and vision to confidently strike out on your own. Little Brand Book offers support, tools and lessons to help women succeed in business and to create abundance for yourself, your family, your company, your employees and your customers.

Extra Bold - Ellen Lupton 2021-06-25
Extra Bold is the inclusive, practical, and informative (design) career guide for everyone! Part textbook and part comic book, zine, manifesto, survival guide, and self-help manual, Extra Bold is filled with stories and ideas that don't show up in other career books or design overviews. • Both pragmatic and inquisitive, the book explores power structures in the workplace and how to navigate them. • Interviews showcase people at different stages of their careers. • Biographical sketches explore individuals marginalized by sexism, racism, and ableism. • Practical guides cover everything from starting out, to wage gaps, coming out at work, cover letters, mentoring, and more. A new take on the design canon. • Opens with critical essays that rethink design principles and practices through theories of feminism, anti-racism, inclusion, and nonbinary thinking. • Features interviews, essays, typefaces, and projects from dozens of contributors with a variety of racial and ethnic backgrounds, abilities, gender identities, and positions of economic and social privilege. • Adds new voices to the dominant design canon. Written collaboratively by a diverse team of authors, with original, handcrafted illustrations by Jennifer Tobias that bring warmth, happiness, humor, and narrative depth to the book. Extra Bold is written by Ellen Lupton (Thinking with Type), Farah Kafei, Jennifer Tobias, Josh A. Halstead, Kaleena Sales, Leslie Xia, and Valentina Vergara.

Learning Spark - Holden Karau 2015-01-28
Data in all domains is getting bigger. How can you work with it efficiently? Recently updated for Spark 1.3, this book introduces Apache Spark, the open source cluster computing system that makes data analytics fast to write and fast to run. With Spark, you can tackle big datasets quickly through simple APIs in Python, Java, and Scala. This edition includes new information on Spark SQL, Spark Streaming, setup, and Maven coordinates. Written by the developers of Spark, this book will have data scientists and engineers up and running in no time. You'll learn how to express parallel jobs with just a few lines of code, and cover applications from simple batch jobs to stream processing and machine learning. Quickly dive into Spark capabilities such as distributed

datasets, in-memory caching, and the interactive shell Leverage Spark's powerful built-in libraries, including Spark SQL, Spark Streaming, and MLlib Use one programming paradigm instead of mixing and matching tools like Hive, Hadoop, Mahout, and Storm Learn how to deploy interactive, batch, and streaming applications Connect to data sources including HDFS, Hive, JSON, and S3 Master advanced topics like data partitioning and shared variables

Sprint - Jake Knapp 2016-03-08
NEW YORK TIMES BESTSELLER WALL STREET JOURNAL BESTSELLER "Sprint offers a transformative formula for testing ideas that works whether you're at a startup or a large organization. Within five days, you'll move from idea to prototype to decision, saving you and your team countless hours and countless dollars. A must read for entrepreneurs of all stripes." --Eric Ries, author of The Lean Startup From three partners at Google Ventures, a unique five-day process for solving tough problems, proven at more than a hundred companies. Entrepreneurs and leaders face big questions every day: What's the most important place to focus your effort, and how do you start? What will your idea look like in real life? How many meetings and discussions does it take before you can be sure you have the right solution? Now there's a surefire way to answer these important questions: the sprint. Designer Jake Knapp created the five-day process at Google, where sprints were used on everything from Google Search to Google X. He joined Braden Kowitz and John Zeratsky at Google Ventures, and together they have completed more than a hundred sprints with companies in mobile, e-commerce, healthcare, finance, and more. A practical guide to answering critical business questions, Sprint is a book for teams of any size, from small startups to Fortune 100s, from teachers to nonprofits. It's for anyone with a big opportunity, problem, or idea who needs to get answers today.

My Mix and Match Flip Book of Prayers - Kelly McIntosh 2020-02
Help the little ones in your life to delight in prayer with this fun "mix and match" flip book designed to cultivate big faith in their little hearts.

HBR Guide to Buying a Small Business - Richard S. Ruback 2017-01-17
Are you looking for an alternative to a career path at a big firm? Does founding your own start-up seem too risky? There is a radical third path open to you: You can buy a small business and run it as CEO. Purchasing a small company offers significant financial rewards—as well as personal and professional fulfillment. Leading a firm means you can be your own boss, put your executive skills to work, fashion a company environment that meets your own needs, and profit directly from your success. But finding the right business to buy and closing the deal isn't always easy. In the HBR Guide to Buying a Small Business, Harvard Business School professors Richard Ruback and Royce Yudkoff help you: Determine if this path is right for you Raise capital for your acquisition Find and evaluate the right prospects Avoid the pitfalls that could derail your search Understand why a "dull" business might be the best investment Negotiate a potential deal with the seller Avoid deals that fall through at the last minute

The Designful Company - Marty Neumeier 2009-03-30
Part manifesto, part handbook, THE DESIGNFUL COMPANY provides a lively overview of a growing trend in management–design thinking as a business competence. According to the author, traditional managers have relied on a two-step process to make decisions, which he calls "knowing" and "doing." Yet in today's innovation-driven marketplace, managers need to insert a middle step, called "making." Making is a phase in which assumptions are questioned, futures are imagined, and prototypes are tested, producing a wide range of options that didn't exist before. The reader is challenged to consider the author's bold assertion: There can be no real innovation without design. Those who are new to Marty Neumeier's "whiteboard" series may want to ramp up with the first two books, THE BRAND GAP and ZAG. Both are easy reads. Covered in THE DESIGNFUL COMPANY: - the top 10 "wicked problems" that only design can solve - a new, broader definition of design - why designing trumps deciding in an era of change - how to harness the "organic drivetrain" of value creation - how aesthetics add nuance to managing - 16 levers to transform your company - why you should bring design management inside - how to assemble an innovation metateam - how to recognize and reward talent From the back cover: The complex business problems we face today can't be solved with the same thinking that created them. Instead, we need to start from a place outside traditional management. Forget total quality. Forget top-down strategy. In an era of fast-moving markets and leap-frogging innovations, we can no longer "decide" the way forward. Today we have to "design" the way forward–or risk ending up in the fossil layers of history. Marty Neumeier, author of

THE BRAND GAP and ZAG, presents the new management engine that can transform your company into a powerhouse of nonstop innovation.

Simulating Data with SAS - Rick Wicklin 2013
Data simulation is a fundamental technique in statistical programming and research. Rick Wicklin's Simulating Data with SAS brings together the most useful algorithms and the best programming techniques for efficient data simulation in an accessible how-to book for practicing statisticians and statistical programmers. This book discusses in detail how to simulate data from common univariate and multivariate distributions, and how to use simulation to evaluate statistical techniques. It also covers simulating correlated data, data for regression models, spatial data, and data with given moments. It provides tips and techniques for beginning programmers, and offers libraries of functions for advanced practitioners. As the first book devoted to simulating data across a range of statistical applications, Simulating Data with SAS is an essential tool for programmers, analysts, researchers, and students who use SAS software.SAS Products and Releases: Base SAS: 9.3 SAS/ETS: 9.3 SAS/IML: 9.3 SAS/STAT: 9.3 Operating Systems: All

Built to Last - Jim Collins 2002-08-20
Drawing upon a six-year research project at the Stanford University Graduate School of Business, James C. Collins and Jerry I. Porras took eighteen truly exceptional and long-lasting companies and studied each in direct comparison to one of its top competitors. They examined the companies from their very beginnings to the present day -- as start-ups, as midsize companies, and as large corporations. Throughout, the authors asked: "What makes the truly exceptional companies different from the comparison companies and what were the common practices these enduringly great companies followed throughout their history?" Filled with hundreds of specific examples and organized into a coherent framework of practical concepts that can be applied by managers and entrepreneurs at all levels, Built to Last provides a master blueprint for building organizations that will prosper long into the 21st century and beyond.

Hello, My Name Is Awesome - Alexandra Watkins 2014-09-15
Every year, 6 million companies and more than 100,000 products are launched. They all need an awesome name, but many (such as Xobni, Svbtle, and Doostang) look like the results of a drunken Scrabble game. In this entertaining and engaging book, ace naming consultant Alexandra Watkins explains how anyone—even noncreative types—can create memorable and buzz-worthy brand names. No degree in linguistics required. The heart of the book is Watkins's proven SMILE and SCRATCH Test—two acronyms for what makes or breaks a name. She also provides up-to-date advice, like how to make sure that Siri spells your name correctly and how to nab an available domain name. And you'll see dozens of examples—the good, the bad, and the "so bad she gave them an award." Alexandra Watkins is not afraid to name names.

Awesomely Simple - John Spence 2009-09-08
The six core strategies to elevate any business-and how to implement them-made simple What do the world's most successful companies and organization have in common? And what can you actually take away and use from their examples? Distilling the best fundamental business strategies, trusted advisor and strategist John Spence helps you take a hard look at your business and together develop specific plans and action steps that will allow you to dramatically improve the success of your company. Delivered in Spence's approachable and straightforward manner, Awesomely Simple reveals the six key strategies that create a foundation for achieving business excellence: Vivid Vision, Best People, A Performance-Oriented Culture, Robust Communication, A Sense of Urgency, and Extreme Customer Focus. Filled with case studies and clear action items, includes easy-to-follow guidelines for implementing the strategies in any organization no matter its mission or size After concisely breaking down each strategy, Spence gives specific examples, tips, tools, discussion questions and exercises for how to execute them successfully A perfect resource for business leaders, Awesomely Simple will help you turn ideas into positive action and achieve lasting business success.

Building the Brand-Driven Business - Scott M. Davis 2002-10-02
In Building the Brand-Driven Business, authors Scott M. Davis and Michael Dunn-- two of the nation's foremost experts on brands-- map out a strategy that can help an entire organization manage and live (not just think about) its brand. They show how to develop brand-building programs that are the most cost efficient, effective, and credible. And just as vital, they reveal how to create a brand-driven culture within an organization so that building the brand becomes everyone's job.

Cooking for Geeks - Jeff Potter 2010-07-20

Presents recipes ranging in difficulty with the science and technology-minded cook in mind, providing the science behind cooking, the physiology of taste, and the techniques of molecular gastronomy.

The Brand Gap, Revised Edition - Marty Neumeier 2005-08-04
THE BRAND GAP is the first book to present a unified theory of brand-building. Whereas most books on branding are weighted toward either a strategic or creative approach, this book shows how both ways of thinking can unite to produce a "charismatic brand"—a brand that customers feel is essential to their lives. In an entertaining two-hour read you'll learn: • the new definition of brand • the five essential disciplines of brand-building • how branding is changing the dynamics of competition • the three most powerful questions to ask about any brand • why collaboration is the key to brand-building • how design determines a customer's experience • how to test brand concepts quickly and cheaply • the importance of managing brands from the inside • 220-word brand glossary From the back cover: Not since McLuhan's THE MEDIUM IS THE MESSAGE has a book compressed so many ideas into so few pages. Using the visual language of the boardroom, Neumeier presents the first unified theory of branding—a set of five disciplines to help companies bridge the gap between brand strategy and customer experience. Those with a grasp of branding will be inspired by the new perspectives they find here, and those who would like to understand it better will suddenly "get it." This deceptively simple book offers everyone in the company access to "the most powerful business tool since the spreadsheet."

Brand Hijack - Alex Wipperfürth 2006
Brand Hijack offers a practical how-to guide to marketing that finally engages the marketplace. It presents an alternative to conventional marketing wisdom, one that addresses industry crises such as media saturation, consumer evolution and the erosion of image marketing.

However, following the book's advice will require some untraditional - even counterintuitive - steps. This type of marketing is not for everyone, you must be confident enough to stop clamouring for control and learn to be spontaneous. Brand hijacking relies on a radical concept - letting go.

Value Proposition Design - Alexander Osterwalder 2015-01-28
The authors of the international bestseller Business Model Generation explain how to create value propositions customers can't resist Value Proposition Design helps you tackle the core challenge of every business — creating compelling products and services customers want to buy. This highly practical book, paired with its online companion, will teach you the processes and tools you need to create products that sell. Using the same stunning visual format as the authors' global bestseller, Business Model Generation, this sequel explains how to use the "Value Proposition Canvas" to design, test, create, and manage products and services customers actually want. Value Proposition Design is for anyone who has been frustrated by new product meetings based on hunches and intuitions; it's for anyone who has watched an expensive new product launch fail in the market. The book will help you understand the patterns of great value propositions, get closer to customers, and avoid wasting time with ideas that won't work. You'll learn the simple process of designing and testing value propositions, that perfectly match customers' needs and desires. In addition the book gives you exclusive access to an online companion on Strategyzer.com. You will be able to assess your work, learn from peers, and download pdfs, checklists, and more. Value Proposition Design is an essential companion to the "Business Model Canvas" from Business Model Generation, a tool embraced globally by startups and large corporations such as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, Colgate-Palmolive, and many more. Value Proposition Design gives you a proven methodology for success, with value propositions that sell, embedded in profitable business models."