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Startup CEO

How to Stop Customer Turnover, Improve Retention and Get Lucrative, Long-Term Loyalty

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Getting Past Lip Service to Passionate Action

The Incredible True Story of One Man's Rise from Janitor to Top Executive

How Innovative Companies Are Reducing Churn and Growing Recurring Revenue

Customer Success

Inside the Trump Administration's Response to the Pandemic That Changed History

Beyond Fundraising

The Customer Success Economy

Solve for Happy
The Effortless Experience
The Seven Pillars of Customer Success
What Makes an Effective Executive (Harvard Business Review Classics)
Designing Organizations Around Customer Value
The Customer Centricity Playbook

*Chief Customer Officer
Getting Past Lip Service
To Passionate Action*

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FINLEY MCGEE

*Five Decisions That Drive Extreme
Customer Loyalty in Good Times and Bad*
Macmillan

In this “powerful personal story woven with a rich analysis of what we all seek” (Sergey Brin, cofounder of Google), Mo Gawdat, Chief Business Officer at Google’s [X], applies his superior logic and problem solving skills to understand

how the brain processes joy and sadness—and then he solves for happy. In 2001 Mo Gawdat realized that despite his incredible success, he was desperately unhappy. A lifelong learner, he attacked the problem as an engineer would: examining all the provable facts and scrupulously applying logic. Eventually, his countless hours of research and science proved successful, and he discovered the equation for permanent happiness. Thirteen years later, Mo’s algorithm would be put to the

ultimate test. After the sudden death of his son, Ali, Mo and his family turned to his equation—and it saved them from despair. In dealing with the horrible loss, Mo found his mission: he would pull off the type of “moonshot” goal that he and his colleagues were always aiming for—he would share his equation with the world and help as many people as possible become happier. In *Solve for Happy* Mo questions some of the most fundamental aspects of our existence, shares the underlying reasons for suffering, and plots out a step-by-step process for achieving lifelong happiness and enduring contentment. He shows us how to view life through a clear lens, teaching us how to dispel the illusions that cloud our thinking; overcome the brain’s blind spots; and embrace five

ultimate truths. No matter what obstacles we face, what burdens we bear, what trials we’ve experienced, we can all be content with our present situation and optimistic about the future. *Chief Customer Officer 2* Morgan James Publishing
Instant #1 New York Times and Wall Street Journal bestseller From the Washington Post journalists Yasmeen Abutaleb and Damian Paletta—the definitive account of the Trump administration’s tragic mismanagement of the COVID-19 pandemic, and the chaos, incompetence, and craven politicization that has led to more than a half million American deaths and counting. Since the day Donald Trump was elected, his critics warned that an unexpected crisis would test the former

reality-television host—and they predicted that the president would prove unable to meet the moment. In 2020, that crisis came to pass, with the outcomes more devastating and consequential than anyone dared to imagine. *Nightmare Scenario* is the complete story of Donald Trump’s handling—and mishandling—of the COVID-19 catastrophe, during the period of January 2020 up to Election Day that year. Yasmeen Abutaleb and Damian Paletta take us deep inside the White House, from the Situation Room to the Oval Office, to show how the members of the administration launched an all-out war against the health agencies, doctors, and scientific communities, all in their futile attempts to wish away the worst global pandemic in a century. From the

initial discovery of this new coronavirus, President Trump refused to take responsibility, disputed the recommendations of his own pandemic task force, claimed the virus would “just disappear,” mocked advocates for safe-health practices, and encouraged his base and the entire GOP to ignore or rescind public health safety measures. Abutaleb and Paletta reveal the numerous times officials tried to dissuade Trump from following his worst impulses as he defied recommendations from the experts and even members of his own administration. And they show how the petty backstabbing and rivalries among cabinet members, staff, and aides created a toxic environment of blame, sycophancy, and political pressure that did profound damage to

the public health institutions that Americans needed the most during this time. Even after an outbreak in the fall that swept through the White House and infected Trump himself, he remained defiant in his approach to the virus, very likely costing him his own reelection. Based on exhaustive reporting and hundreds of hours of interviews from inside the disaster zone at all levels of authority, *Nightmare Scenario* is a riveting account of how the United States government failed its people as never before, a tragedy whose devastating aftershocks will linger and be felt by generations to come.

[Engineer Your Path to Joy](#) Simon and Schuster

The Great Escape for the Great War: the astonishing true story of two World War I

prisoners who pulled off one of the most ingenious escapes of all time. FINALIST FOR THE EDGAR® AWARD • NAMED ONE OF THE BEST BOOKS OF THE YEAR BY THE WASHINGTON POST AND NPR • “Fox unspools Jones and Hill’s delightfully elaborate scheme in nail-biting episodes that advance like a narrative Rube Goldberg machine.”—The New York Times Book Review *Imprisoned* in a remote Turkish POW camp during World War I, having survived a two-month forced march and a terrifying shootout in the desert, two British officers, Harry Jones and Cedric Hill, join forces to bamboozle their iron-fisted captors. To stave off despair and boredom, Jones takes a handmade Ouija board and fakes elaborate séances for his fellow prisoners. Word gets around,

and one day an Ottoman official approaches Jones with a query: Could Jones contact the spirit world to find a vast treasure rumored to be buried nearby? Jones, a trained lawyer, and Hill, a brilliant magician, use the Ouija board—and their keen understanding of the psychology of deception—to build a trap for their captors that will ultimately lead them to freedom. A gripping nonfiction thriller, *The Confidence Men* is the story of one of the only known con games played for a good cause—and of a profound but unlikely friendship. Had it not been for “the Great War,” Jones, the Oxford-educated son of a British lord, and Hill, a mechanic on an Australian sheep ranch, would never have met. But in pain, loneliness, hunger, and isolation, they formed a powerful emotional and

intellectual alliance that saved both of their lives. Margalit Fox brings her “nose for interesting facts, the ability to construct a taut narrative arc, and a Dickens-level gift for concisely conveying personality” (Kathryn Schulz, *New York*) to this tale of psychological strategy that is rife with cunning, danger, and moments of high farce that rival anything in *Catch-22*.

Focus on the Right Customers for Strategic Advantage Penguin

Everyone knows that the best way to create customer loyalty is with service so good, so over the top, that it surprises and delights. But what if everyone is wrong? In their acclaimed bestseller *The Challenger Sale*, Matthew Dixon and his colleagues at CEB busted many longstanding myths about sales. Now

they've turned their research and analysis to a new vital business subject—customer loyalty—with a new book that turns the conventional wisdom on its head. The idea that companies must delight customers by exceeding service expectations is so entrenched that managers rarely even question it. They devote untold time, energy, and resources to trying to dazzle people and inspire their undying loyalty. Yet CEB's careful research over five years and tens of thousands of respondents proves that the “dazzle factor” is wildly overrated—it simply doesn't predict repeat sales, share of wallet, or positive word-of-mouth. The reality: Loyalty is driven by how well a company delivers on its basic promises and solves day-to-day problems, not on how spectacular its

service experience might be. Most customers don't want to be “wowed”; they want an effortless experience. And they are far more likely to punish you for bad service than to reward you for good service. If you put on your customer hat rather than your manager or marketer hat, this makes a lot of sense. What do you really want from your cable company, a free month of HBO when it screws up or a fast, painless restoration of your connection? What about your bank—do you want free cookies and a cheerful smile, even a personal relationship with your teller? Or just a quick in-and-out transaction and an easy way to get a refund when it accidentally overcharges on fees? The Effortless Experience takes readers on a fascinating journey deep inside the

customer experience to reveal what really makes customers loyal—and disloyal. The authors lay out the four key pillars of a low-effort customer experience, along the way delivering robust data, shocking insights and profiles of companies that are already using the principles revealed by CEB's research, with great results. And they include many tools and templates you can start applying right away to improve service, reduce costs, decrease customer churn, and ultimately generate the elusive loyalty that the “dazzle factor” fails to deliver. The rewards are there for the taking, and the pathway to achieving them is now clearly marked. [HBO's Ruthless Pursuit of New Frontiers](#)
Apress
Customer experience pioneer Jeanne

Bliss shows why “Make Mom Proud” companies outperform their competition. Her 5-step guide to customer experience and culture transformation makes this achievement possible. Bliss urges companies to make business personal to earn ardent fans and admirers, by focusing on one deceptively simple question: “Would you do that to your mother?” “Make Mom Proud” companies give customers the treatment they desire, and employees the ability to deliver it. They turn “gotcha” moments into “we’ve got your back” moments by rethinking business practices, and they enable employees to be part of the solution to fix customer frustrations. Bliss scoured the marketplace seeking companies who excel at living their core values, grounded in what we all learned

as kids. She offers a five-step plan for evaluating your current behaviors and implementing actions at every level of the organization. Step 1. "Be the Person I Raised You to Be" Understand how you are hiring, developing and trusting employees to bring the best version of themselves to work. Vail resorts, for example, the world's largest ski resort operator, banned the three words "Our policy is..." from their vocabulary, freeing employees to take spirited actions to deliver "the experience of a lifetime." Step 2. "Don't Make Me Feed You Soap" Learn the eight key frustrations that bind us as customers (waiting, fear, anxiety, the black hole of no communication, etc.) and how to apply actions from companies who are delivering a seamless, frictionless and

easy experience. Step 3. "Put Others Before Yourself" Determine if your focus is on helping customers achieve their goals - and evaluate how that is fueling your growth. Canada's Mayfair Diagnostics, for example, spent over a year studying the emotions of patients entering an imaging clinic, so they could redesign their welcome to deliver warmth and caring over procedure and process. The newly designed clinic achieved profitability in record time. Step 4. "Take the High Road" Learn how companies who do the right thing rise above the competition. Virgin Hotels, for example, named #1 U.S. hotel by Conde Nast Reader's Choice Awards, walked away from price gouging at the mini bar, so you'll never pay more for that Snickers bar than what you'd pay at the

corner market. Step 5. “Stop the Shenanigans!” Evaluate your current company behaviors and identify the key actions that you can begin immediately. With 32 case studies and examples from more than 85 companies, this is a practical and easy to follow guide for your experience and culture transformation. Filled with comics to snapshot our experiences as customers, a “mom lens” to reflect continuously on your performance, and a “make-mom-proud-ometer” quiz – the book makes Bliss’s approach accessible and approachable. Join the movement to #MakeMomProud by applying this book across your organization. Whether you're contemplating your company's returns policy, its social media presence, or its big-picture strategy, this approach will

help your company anticipate both employee and customer needs, extend patience, and show respect at all times. *Power Play* Doubleday

Drawing on her first-hand experience at top companies as diverse as Lands’ End and Microsoft, Jeanne Bliss explains why even great corporations can drift to delivering mediocrity to customers, and she offers a proven solution to break the cycle. Different divisions and departments in corporations can fail to communicate and act as a team—they create silos instead of a superior customer experience. Jeanne Bliss shows in stark detail how profits suffer when businesses focus on their organizational charts and not their customer relationships. This book provides leaders the tools and information they need to

overcome organizational inertia and deliver a meaningful customer experience. The author includes diagnostics to determine if a company's core strengths, metrics, and systems improve or harm customer relationships. With all these tools, leaders can address the organizational challenges they face with an exhaustive review of the Chief Customer Officer role and an evaluation to determine the right solution for their culture and company.

Marketer in Chief HarperCollins

5 Leadership Competencies To Build Your Customer-Driven Growth Engine
Chief Customer Officer 2.0 is a hands-on resource packed with tools for Chief Customer Officers and leadership to work together to earn customer-driven growth. A sequel to the 2006 classic

Chief Customer Officer, this new update, with over 90 percent new material, is based on Jeanne Bliss's twenty-five years of extensive experience as a Chief Customer Officer, and her work coaching Chief Customer Officers and executive teams for the past ten years. Chief Customer Officer 2.0 is based on a five-competency framework that successfully launched multitudes of Fortune 100 and Fortune 500 companies through their customer experience transformations. The framework addresses the issues that remain prominent, including siloed organizations and the need for clear goals and metrics, as well as new factors, like social media, that have altered the customer relations dynamic forever. You'll learn the five key competencies embraced by world-class

leaders and the role of the Chief Customer Officer in uniting the organization to build and embrace these new competencies. This book provides practical guidance on how to make those competencies part of the way your company develops products, goes to market, enables and rewards people, and conducts annual planning. The discussion includes an exploration of what goes wrong in companies that stumble, so you can sidestep their mistakes and avoid their fate. By embracing employees and customers, and delivering an experience they want to have again, you'll pave the way for lasting success and drive better business decisions. Over the past decade, consumers have gained unprecedented power to speak out directly, forever

changing the way companies relate to their customers. The customer experience has become a major driving force behind business growth, and this book provides a framework for making it a part of every aspect of doing business. Treat your customers like the assets they are Craft a more comprehensive customer care strategy Avoid the common pitfalls that cause major damage Unify the company around the customer experience With concrete, practical advice updated for the changing consumer landscape, Chief Customer Officer 2.0 is an essential resource for every leader accountable for the customer experience. The Customer of the Future Houghton Mifflin Harcourt A powerful call to action, Customer

Centricity upends some of our most fundamental beliefs about customer service, customer relationship management, and customer lifetime value NOT ALL CUSTOMERS ARE CREATED EQUAL Despite what the tired old adage says, the customer is not always right. Not all customers deserve your best efforts: In the world of customer centricity, there are good customers...and then there is pretty much everybody else. In Customer Centricity, Wharton professor Peter Fader, coauthor of the follow-up book The Customer Centricity Playbook, helps businesses radically rethink how they relate to customers. He provides insights to help you understand: Why customer centricity is the new model for success and product centricity must be ushered

out How the ideas of brand equity and customer equity help us understand what kinds of companies naturally lend themselves to the customer-centric model and which ones don't Why the traditional models for determining the value of individual customers are flawed How executives can use customer lifetime value (CLV) and other customer-centric data to make smarter decisions about their companies How the well-intended idea of customer relationship management (CRM) lost its way-and how your company can properly put CRM to use Customer Centricity will help you realign your performance metrics, product development, customer relationship management and organization in order to make sure you focus directly on the needs of your most

valuable customers and increase profits for the long term. ALSO AVAILABLE: Once Fader convinces you of the value of customer centricity in this book, *The Customer Centricity Playbook*, with Sarah Toms, will show you where to get started. "Reveals how to increase profits from your best customers, find more like them, and avoid over-investing in the rest....Decidedly accessible and absolutely necessary." -Jim Sterne, Founding President and Chairman, Digital Analytics Association "Perfect read...It's short (60-90 minutes), clear, and the best summary I've read of why companies should rethink their approach to customers." -Andrew McFarland, SVP, Chief Customer Officer, Black Box "Knowing what your customers are worth is the secret to focusing your time and

money where it makes the most difference. You can't be all things to all people, so you need to learn to find out who really matters to your success. Fader makes it clear with great ideas and a readable style." -Andy Sernovitz, author, *Word of Mouth Marketing THE WHARTON EXECUTIVE ESSENTIALS SERIES* The Wharton Executive Essentials series from Wharton Digital Press brings the ideas of the Wharton School's thought leaders to you wherever you are. Inspired by Wharton's Executive Education program, each book is authored by globally renowned faculty and filled with real-life business examples and actionable advice. Wharton Executive Essentials guides offer a quick-reading, penetrating, and comprehensive summary of the

knowledge leaders need to excel in today's competitive business environment and capture tomorrow's opportunities.

Outside in John Wiley & Sons

Until recently, the chief development officer (CDO) has focused primarily, if not exclusively, on fundraising. In the past two decades, largely in response to greater demand and competition for fundraising revenue, the responsibilities and corresponding required competencies of CDOs have evolved. Today's CDOs play senior, strategic leadership roles in their organizations. *The Chief Development Officer: Beyond Fundraising* is a guide to those preparing for the role of CDO and to those charged with selecting, appointing, and supporting CDOs. It includes nine

chapters, each presenting a role beyond frontline fundraising and fundraising program management in which today's successful CDO excels. There are many wonderful development leaders and many wonderful nonprofit organizations, but not always the best 'marriages' between leaders and organizations. The immediate goal of this book is better 'marriages,' supporting an ultimate goal of continued health and growth of nonprofit organizations and the essential contributions they make to a civil society.

Would You Do That to Your Mother? John Wiley & Sons

In this beautifully written and propulsive memoir, Huma Abedin—Hillary Clinton's famously private top aide and longtime adviser—emerges from the wings of

American political history to take command of her own story. The daughter of Indian and Pakistani intellectuals and advocates who split their time between Saudi Arabia, the UK, and the United States, Abedin grew up in many worlds. Both/And grapples with family, legacy, identity, faith, marriage, and motherhood with wisdom and sophistication. Abedin launched full steam into a college internship in the office of the first lady in 1996, never imagining that her work at the White House would blossom into a career in public service, nor that the career would become an all-consuming way of life. Still in her twenties and thirties, she thrived in rooms with diplomats and sovereigns, entrepreneurs and artists, philanthropists and activists, and

witnessed many crucial moments in 21st-century American history—Camp David for urgent efforts at Middle East peace in the waning months of the Clinton administration, Ground Zero in the days after the 9/11 attacks, the inauguration of the first African American president of the United States, the convention floor when America nominated its first female presidential candidate. Abedin’s relationship with Clinton has seen both women through extraordinary personal and professional highs, as well as unimaginable lows. Here, for the first time, is a deeply personal account of Hillary Clinton as mentor, confidante, and role model. Abedin cuts through caricature, rumor, and misinformation to reveal a crystal-clear portrait of Clinton as a brilliant and

caring leader a steadfast friend, generous, funny, hardworking, and dedicated. *Both/And* is a candid and heartbreaking chronicle of Abedin's marriage to Anthony Weiner, what drew her to him, how much she wanted to believe in him, the devastation wrought by his betrayals—and their shared love for their son. It is also a timeless story of a young woman with aspirations and ideals coming into her own in high-pressure jobs, and a testament to the potential for women in leadership to blaze a path forward while supporting those who follow in their footsteps. *Both/And* describes Abedin's journey through the opportunities and obstacles, the trials and triumphs, of a full and complex life. Abedin's compassion and courage, her resilience and grace, her

work ethic and mission are an inspiration to people of all ages. "This journey has led me through exhilarating milestones and devastating setbacks," said Abedin. "I have walked both with great pride and in overwhelming shame. It is a life I am—more than anything—enormously grateful for and a story I look forward to sharing."

The Boys on the Bus Little, Brown Books for Young Readers

Cheap booze. Flying fleshpots. Lack of sleep. Endless spin. Lying pols. Just a few of the snares lying in wait for the reporters who covered the 1972 presidential election. Traveling with the press pack from the June primaries to the big night in November, Rolling Stone reporter Timothy Crouse hopscotched the country with both the Nixon and

McGovern campaigns and witnessed the birth of modern campaign journalism. *The Boys on the Bus* is the raucous story of how American news got to be what it is today. With its verve, wit, and psychological acumen, it is a classic of American reporting. NOTE: This edition does not include photographs.

The Founders Penguin

As a customer success leader, whose insight do you rely on for success? Your field is still maturing, yet your profession is one of the fastest growing in the world. There are tons of books and blogs written by success professionals sharing their experiences and strategies, but how do you know what will work for your specific situation? Whose advice is the expertise you can trust? Wayne McCulloch has more than 25 years of

experience in the software industry-years spent in training, adoption, and customer experience, the building blocks for customer success. Now he's sharing what he knows as a chief customer officer leading global success functions. In *The Seven Pillars of Customer Success*, Wayne provides an adaptable framework for building a strong customer success organization. From customer journey actions to the development of transformation advisors, you'll read detailed examples of how companies have put these seven pillars to the test. To create a culture of customer success and stand out in the marketplace, you need a proven framework and knowledgeable perspective-this book provides both, and more.

Chief Customer Officer 2.0 Lioncrest Publishing

Land your next customer with total confidence you'll keep them for the long-term. Keep Your Customers shares a fresh perspective on the old problem of customer relations. Ali Cudby shares with business leaders how to set up customer engagement for loyalty with a company culture to support it. Keep Your Customers provides from real-world consumer behavior stories, business best practices and CEO-led case studies featuring industries ranging from technology (ClusterTruck, PERQ), consumer packaged goods (Soapbox) and retail (Esprit de la Femme, Urban Stems). Interviews with renown venture capitalists Mark Suster and Kara Nortman of Upfront Ventures, Square

Capital executive Jackie Reses, and indie music Shudder To Think's frontman Craig Wedren are also featured. Forward by Springboard Enterprises Founder Kay Koplovitz. Keep Your Customers is ideal for business leaders who want to grow without being stuck in the endless grind of new customer acquisition. It shares the strategies and tactics that boost long-term customer value. Who can benefit from reading Keep Your Customers? Business Leaders interested in tying consumer behavior to customer retention through brand loyalty. Entrepreneurs looking to crack the customer relations mystery wide open while they grow their business - not losing clients. Managers and leaders at all levels in all industries who want to improve communication skills across

their teams while massively improving the overall customer experience in ways that actually make a difference.

The Chief Development Officer

Routledge

Two research analysts describe how companies can truly understand the real needs of their customers by seeing a business through their eyes and enforcing the concept of “customer service” through every facet of the company, from finance to legal to marketing.

Internment University of Pennsylvania Press

* Instant Bestseller * New York Times Editors’ Choice * “A gripping account of PayPal’s origins and a vivid portrait of the geeks and contrarians who made its meteoric rise possible” (The Wall Street

Journal)—including Elon Musk, Amy Rowe Klement, Peter Thiel, Julie Anderson, Max Levchin, Reid Hoffman, and many others whose stories have never been shared.

“Deeply reported and bracingly written, this book is an indispensable guide to modern innovation and entrepreneurship.” —Walter Isaacson, New York Times bestselling author of Code Breaker Today, PayPal’s founders and earliest employees are considered the technology industry’s most powerful network. Since leaving PayPal, they have formed, funded, and advised the leading companies of our era, including Tesla, Facebook, YouTube, SpaceX, Yelp, Palantir, and LinkedIn, among many others. As a group, they have driven twenty-first-century innovation and entrepreneurship. Their names stir

passions; they're as controversial as they are admired. Yet for all their influence, the story of where they first started has gone largely untold. Before igniting the commercial space race or jumpstarting social media's rise, they were the unknown creators of a scrappy online payments start-up called PayPal. In building what became one of the world's foremost companies, they faced bruising competition, internal strife, the emergence of widespread online fraud, and the devastating dot-com bust of the 2000s. Their success was anything but certain. In *The Founders: The Story of PayPal and the Entrepreneurs Who Shaped Silicon Valley*, award-winning author and biographer Jimmy Soni explores PayPal's turbulent early days. With hundreds of interviews and

unprecedented access to thousands of pages of internal material, he shows how the seeds of so much of what shapes our world today—fast-scaling digital start-ups, cashless currency concepts, mobile money transfer—were planted two decades ago. He also reveals the stories of countless individuals who were left out of the front-page features and banner headlines but who were central to PayPal's success. Described as “an intensely magnetic chronicle” (*The New York Times*) and “engrossing” (*Business Insider*), *The Founders* is a story of iteration and inventiveness—the products of which have cast a long and powerful shadow over modern life. This narrative illustrates how this rare assemblage of talent came to work together and how their collaboration

changed our world forever.

More Is More Penguin

A fresh perspective on presidential history. Why was the Spanish Peso more valuable than the U.S. Dollar? How did a public relations fiasco derail Cuban statehood? Would we remember Herbert Hoover as the Jeff Bezos of his time had he been elected eight years earlier? If these don't sound like questions you heard in history class, you're right. They're not. These are the questions you ask when you look at presidential history through the eyes of an advertising executive. Except Jason Voiovich isn't your typical "Mad Man." His penchant for asking weird questions has earned him a reputation as one of marketing's most original thinkers. Now, he's turned his unconventional eye on the conventional

wisdom of presidential history. He retells the story of America through the eyes of its most influential salesperson – its president. America's Marketer in Chief. Jason reconsiders the president's role in American life – in fact, the entire idea of America as a nation – from a tantalizing and fresh perspective. He recasts the president as a brand manager of the American idea, much as Henry Ford shaped the development of the automobile, or as Steve Jobs introduced the world to the smartphone. No less than the Model T and the iPhone, America itself is an innovation in government and culture. Jason takes us on a wild ride through the lifecycle of America – from its first introduction, through its rapid growth, and finally, into its disruption and renewal. He

reimagines Thomas Jefferson's Louisiana Purchase as a family board game. He solves the riddle of how Calvin Coolidge forged the link between religion and politics. And he shows us why Barack Obama's presidency marked the end of the era of (human) soldiers. Born from the wildly popular weekly blog in 2020, *Marketer in Chief* repackages presidential history in a way that's more natural for American consumers – the average person might take a history course in high school or college, but they make a purchase every single day. It's irreverent, occasionally foul mouthed, and surprisingly insightful. Who knows? Once Americans know how they're being sold, they might demand a better product.

Chief Marketing Officers at Work

Jaywalker Publishing LLC

Hundreds of businesses have customers who admire them, but only an elite few have true advocates—passionate, loyal, vocal fans—who rave about them to anyone who will listen. Jeanne Bliss, who served as a senior customer executive at five major companies, says there's no shortcut to becoming beloved—you can't hire a fancy marketing firm to get there. You earn it by how you decide to run your business—as Wegman's and Harley-Davidson have for decades and as relatively new companies like Zipcar and Zappos are doing right now. After studying and working with dozens of beloved companies, Bliss has identified five key decisions that lead to customer devotion:

- Decide to believe
- Decide with clarity of purpose
- Decide to be

real • Decide to be there • Decide to say “sorry” Her examples and advice will help readers sustain growth and profit even in a tough economy.

Changing the Autism Conversation

Henry Holt and Company

Tomorrow’s customers need to be targeted today! With emerging technology transforming customer expectations, it’s more important than ever to keep a laser focus on the experience companies provide their customers. In *The Customer of the Future*, customer experience futurist Blake Morgan outlines ten easy-to-follow customer experience guidelines that integrate emerging technologies with effective strategies to combat disconnected processes, silo mentalities, and a lack of buyer perspective.

Tomorrow’s customers will insist on experiences that make their lives significantly easier and better. Companies will win their business not by just proclaiming that customer experience is a priority but by embedding a customer focus into every aspect of their operations. They’ll understand how emerging technologies like artificial intelligence (AI), automation, and analytics are changing the game and craft a strategy to integrate them into their products and processes. *The Customer of the Future* explains how today’s customers are already demanding frictionless, personalized, on-demand experiences from their products and services, and companies that don’t adapt to these new expectations won’t last. This book

prepares your organization for these increasing demands by helping you do the following: Learn the ten defining strategies for a customer experience-focused company. Implement new techniques to shift the entire company from being product-focused to being customer-focused. Gain insights through case studies and examples on how the world's most innovative companies are offering new and compelling customer experiences. Craft a leadership development and culture plan to create lasting change at your organization.

The Story of Paypal and the Entrepreneurs Who Shaped Silicon Valley
Simon and Schuster

"Less is more" may be good advice for many efforts, but it is terrible advice

when it comes to customer experience. Brands that want to stay relevant must apply more energy, focus, and resources to creating knock-your-socks-off customer experiences than they ever did before. Companies that embrace a "more is more" philosophy work harder and go further to ensure that their customers have a positive experience: they do this through customer-focused strategies and leadership, via operations, policies, and procedures that consider how the customer will fare in every scenario. Customer experience guru Blake Morgan walks you through the D.O.M.O.R.E. concepts that set businesses up for success by emphasizing the importance of relationships. Companies that do more: Design something special Offer a strong

employee experience Modernize with technology Obsess over the customer Reward responsibility and accountability Embrace disruption and innovation More Is More offers practical advice for building or improving customer experience that you can apply immediately at your own organization. Time is of the essence: your customers are not willing to wait for you to get the customer experience right. Outlining the key areas you need to address immediately, More Is More will help you weather external changes, remain relevant, and thrive in today's ever-changing business landscape.

How Each President Sold the American Idea Penguin

Whatever your position is on Black Lives Matter, defunding the police, and equity

in law enforcement, former police chief Carmen Best shares the leadership lessons she learned as the first Black woman to lead the Seattle Police Department—a personal insider story that will challenge your assumptions on how to move the country forward. Chief Carmen Best has spent the last 28 years as a member of a big-city police force, an institution where minorities and women have historically found it especially difficult to succeed. She defied the odds and became the first Black woman to lead the Seattle Police Department. During her tenure, she was successful in bringing significantly more diversity to the force. However, when the city council cut her budget amid months of protests against police violence, she had no choice but to step

aside. Without the city's support, she felt she wouldn't be able to continue changing the status quo of the police force from within. Throughout her career, Chief Best has learned lessons that those coming up behind her can benefit from. In this book, she will use her story to share those urgent lessons. Readers will read about: How Chief Best grew up to believe in the change she set out to create. Her early days in the police force, including lessons from the academy and her time on patrol. How she progressed in her career within a primarily white law enforcement culture

and the events that led to her becoming Chief. How she built her team and overcame the politics involved in her high-level position until the call for defunding came. Carmen Best teaches readers the core qualities and mindset to persevere and rise through the ranks, even within a workplace whose culture and leadership must be challenged, and policies changed on the way to achieving that vision. Her motivating story serves as a master class in guiding principles for anyone striving to serve their community and rise to the highest echelon of success.