

# **Driven To Delight Delivering World Class Customer Experience The Mercedes Benz Way**

## **Driven to Delight: Delivering World-Class Customer Experience the Mercedes-Benz Way**

A Wall Street Journal bestseller Why are Mercedes-Benz customers so loyal and passionate? Because the people at Mercedes-Benz are Driven to Delight In his previous bestsellers--The Starbucks Experience, The New Gold Standard, and Prescription for Excellence--Joseph Michelli revealed customer experience practices and strategies of beloved businesses. Now, in this timely new book, he shares the greatest customer-driven insights behind one of the most iconic brand names in the world: Mercedes-Benz USA. DRIVEN TO DELIGHT reveals: How Mercedes-Benz USA launched a multi-year program to elevate their customer experience--even though their product was already "best in class." How they activated people, improved processes, and deployed technology to emotionally engage customers. How the Mercedes-Benz approach can jump-start any customer-driven business—by accelerating your commitment to the customer experience. Filled with exclusive front-seat insights from Mercedes-Benz employees, eye-opening testimonials from passionate Mercedes-Benz fans, and solid nuts-and-bolts advice for creating your own consumer-aligned road map, Driven to Delight will help you retool your strategies, reignite your customers, and refuel your team for the long haul. Mercedes-Benz. The name alone conjures images of luxury, innovation, quality, and performance. But in today's market, you need more than a world-class product to outpace the competition--which is why the executives at Mercedes-Benz USA set a course to create a customer experience in keeping with their legendary cars. This is the story of how an organization became Driven to Delight. It reveals the action plan Mercedes-Benz USA used to catapult the company to first place rankings in national customer satisfaction studies while at the same time growing sales and profits. With unprecedented access to company personnel, customer experience expert Joseph Michelli charts the journey the company took and identifies the all-important keys to driving delight in any customer-based organization. You'll learn how to: Create a compelling vision for exceptional customer experiences Identify the ever changing wants, needs, and desires of your customer segments Map out your key customer journeys and high value contact points Effectively evaluate customer perceptions throughout their journey with you Resolve customer needs swiftly and constantly improve your delivery processes Link rewards and recognition to customer experience excellence throughout your organization These proven techniques are part of the Mercedes-Benz USA "Driven to Delight" culture which sets a new gold standard in customer service, employee engagement, and peak

performance. You'll find step-by-step strategies that can be customized to fit your business model and customer needs. You'll discover invaluable tools like Vision Mapping, Customer Journey Wheels, Customer-Centric Strategy and Resource Planning Processes --plus 20 Key Questions you can use to diagnose your progress and steer your company in the right direction. Along the way, you'll get a rare first-hand comprehensive view of a world-class company in action. You'll see how a "best or nothing" organization became customer obsessed, mile after mile, year after year. Most importantly, you'll learn how to ramp up your own customer experience, rev up your customer commitment, and take your customers on a journey that's bound to delight--the Mercedes-Benz way. Joseph A. Michelli is an internationally sought-after speaker, author, and organizational consultant. His books include *The Starbucks Experience*, *The New Gold Standard*, *The Zappos Experience*, *Leading the Starbucks Way*, and *Prescription for Excellence*, which hit #1 on The New York Times, Wall Street Journal, and USA Today bestseller lists.

## **Prescription for Excellence: Leadership Lessons for Creating a World Class Customer Experience from UCLA Health System**

THE #1 NEW YORK TIMES AND WALL STREET JOURNAL BESTSELLER! "Like any business, a hospital must be true to its core values in order to succeed. 'Trickle-down values' start at the top with the best leadership, so that all the stakeholders understand and carry out the institution's mission. That is the gift that David F einberg has brought to U CLA. I am in awe of his management skills." —Lynda Resnick, owner of Pom Wonderful, Fiji Water, Teleflora, and Wonderful Pistachios "With clear purpose, unwavering principles, and steadfast leadership, the people at UCLA have established a new bar, a compelling promise, for what healthcare can and should be." —David M. Lawrence, M.D., former CEO, Kaiser Permanente "An absorbing and educational account of a large institution's astonishing transformation. The strong, courageous, and focused leadership of David Feinberg and his outstanding team is evident on every page. A tremendous lesson for all large enterprises." —William E. Simon, Jr., cochairman, William E. Simon & Sons "Most leadership authors describe how to apply common-sense principles. Michelli is a notable exception. He artfully describes the compelling, uncommon leadership practices that transformed UCLA Health System. The resulting lessons are plentiful and powerful for today's business leader." —Lee J. Colan, Ph.D., author of *Sticking to It: The Art of Adherence* About the Book: Joseph Michelli, author of *The Starbucks Experience* and *The New Gold Standard*, is among the world's top authorities on the principles of creating an organizational culture dedicated to service excellence. In these bestselling books, he examines how leading service companies dominate their respective industries with innovative customerexperience strategies. Now, Michelli turns his attention to one of the most complex, controversial, and critical industries—healthcare. In *Prescription for Excellence*, Michelli provides an inside look at an organization that has become the envy of its industry—and explains how you can dominate your own industry by using the same approach. UCLA Health System is revered worldwide for its top-tier patient/customer care. Great physicians, nurses, researchers, and staff are only part of the equation; UCLA's overall success is a result of

organization-wide collaboration that is driven by leaders with a shared vision of unyielding excellence. Michelli breaks down UCLA's approach into five simple principles: Commit to Care Leave No Room for Error Make the Best Better Create the Future Service Serves Us From administrative offices to operating rooms to research centers, continued adherence to these five principles has guided UCLA to financial strength, social significance, and sustainability. The best part is that these principles translate to any industry, so you, too, can achieve similar goals. Michelli gives you the tools to adapt UCLA's ideas, systems, and leadership principles into your own best practices. Whether it is a healthcare organization, a financial institution, or a neighborhood hair salon, good business begins and ends with customer connection. When all workers in an organization focus on providing quality care for those they serve, success inevitably follows. Business is always personal; UCLA's leadership ensures that this simple truth drives every UCLA employee, every day. Apply the lessons Michelli spells out in Prescription for Excellence to create a system that ensures that your people take business personally, day in and day out.

## **The Zappos Experience: 5 Principles to Inspire, Engage, and WOW**

Make every day a WOW day for your customers, your staff—and your bottom line! “In your hands is a manifesto on how Zappos completely blew away the standard of delivering a consumer-centric experience and a revolutionary company culture. Joseph helps us all understand how to achieve a little more of that Zappos magic.” —Eric Ryan, method cofounder and person against dirty “If you’re looking for an inspirational path for creating a likable, trustworthy, and wow! organization, you’ve hit the mother lode.” —Guy Kawasaki, former chief evangelist of Apple and author of Enchantment: The Art of Changing Hearts, Minds, and Actions “This book provides a roadmap to a successful business by taking inspiration and examples from one of the most innovative, progressive companies of our time. Don’t just read it; use it.” —Tony Hawk, professional skateboarder and author of HAWK—Occupation: Skateboarder and How Did I Get Here? The Ascent of an Unlikely CEO “Thanks to Joseph Michelli, you can learn exactly how Zappos hit it big and how you can too. By using the five principles Joseph has distilled, you can supercharge your efforts and start down the path to legendary success.” —Mark Sanborn, President, Sanborn & Associates, Inc., and author of The Fred Factor and You Don’t Need a Title to Be a Leader “Often, business owners look at media darlings like Zappos with their mouths agape, full of awe but unable to take action. For those eager to do more than watch, Joseph Michelli deconstructs the Zappos story and makes it attainable.” —Seth Godin, author of Poke the Box About the Book: ZAPPOS. The name has come to stand for a new standard of customer service, an amazing online shopping experience, a great place to work, and the most impressive transformational business success story of our time. Simply put, Zappos is revolutionizing business and changing lives. Now, Joseph Michelli, author of the internationally bestselling business books Prescription for Excellence and The Starbucks Experience, explains how Zappos does it—and how you can do it in your industry. The Zappos Experience takes you through—and beyond—the playful, offbeat company culture Zappos has become famous for. Michelli reveals what occurs behind the

scenes at Zappos, showing how employees at all levels operate on a day-to-day basis while providing the “big picture” leadership methods that have earned the company \$1 billion in annual gross sales during the last ten years—with almost no advertising. Michelli breaks the approach down into five key elements: Serve a Perfect Fit—create bedrock company values Make it Effortlessly Swift—deliver a customer experience with ease Step into the Personal—connect with customers authentically S T R E T C H—grow people and products Play to Win—play hard, work harder When you enhance the customer experience, increase employee engagement, and create an energetic culture, you can’t help but succeed. Zappos has woven these five key components into a seamless strategy that’s the envy of business leaders. Now that strategy is yours. With The Zappos Experience, Joseph Michelli delivers a package for instant success right to your doorstep. All you have to do is open and use it.

### **The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company**

Discover the secrets of world-class leadership! When it comes to refined service and exquisite hospitality, one name stands high above the rest: The Ritz-Carlton Hotel Company. With ceaseless attention to every luxurious detail, the company has set the bar for creating memorable customer experiences in world-class settings. Now, for the first time, the leadership secrets behind the company's extraordinary success are revealed. The New Gold Standard takes you on an exclusive tour behind the scenes of The Ritz-Carlton Hotel Company. Granted unprecedented access to the company's executives, staff, and its award-winning Leadership Center training facilities, bestselling author Joseph Michelli explored every level of leadership within the organization. He emerged with the key principles leaders at any company can use to provide a customer experience unlike any other, such as: Understanding the ever-evolving needs of customers Empowering employees by treating them with the utmost respect Anticipating customers' unexpressed needs and concerns Developing and conducting an unsurpassed training regimen Sharing engaging stories from the company's employees--from the corporate office and hotels around the globe--Michelli describes the innovative methods the company uses to create peerless guest experiences and explains how it constantly hones and improves them. The New Gold Standard weaves practical how-to advice, proven leadership tools, and the wisdom of experts to help you create and embed superior customer-service principles, processes, and practices in your own organization.

### **Mindchamps Way, The: How To Turn An Idea Into A Global Movement**

How do a passion to create an education revolution and the business acumen to fuel rapid and spectacular global expansion co-exist within one organisation? Find out in The MindChamps Way ...In his latest insightful study of strategy and leadership, Joseph Michelli (#1 New York

Times & Wall Street Journal Bestselling Author), shares the unique philosophy and the values-driven strategies of a dynamic organization, whose growing presence on the world stage has the potential to fundamentally shape the future of 'individuals, families, communities, countries, and education systems' across the globe. The MindChamps Way demonstrates how combining a strong, 'big-picture' philosophy with a carefully planned and executed business strategy can inspire staff, clients and an unlikely range of interested stakeholders. Read how:

## **Brand Admiration**

Brand Admiration uses deep research on consumer psychology, marketing, consumer engagement and communication to develop a powerful, integrated perspective and innovative approach to brand management. Using numerous real-world examples and backed by research from top notch academics, this book describes how companies can turn a product, service, corporate, person or place brand into one that customers love, trust and respect; in short, how to make a brand admired. The result? Greater brand loyalty, stronger brand advocacy, and higher brand equity. Admired brands grow more revenue in a more efficient way over a longer period of time and with more opportunities for growth. The real power of Brand Admiration is that it provides concrete, actionable guidance on how brand managers can make customers (and employees) admire a brand. Admired brands don't just do the job; they offer exactly what customers need (enabling benefits), in way that's pleasing, fun, interesting, and emotionally involving (enticing benefits), while making people feel good about themselves (enriching benefits). Providing these benefits, called 3 Es, is foundational to building , strengthening and leveraging brand admiration. In addition, the authors articulate a common-sense and action based measure of brand equity, and they develop dashboard metrics to diagnose if there are any 'canaries in the coal mine', and if so, what to do next. In short, Brand Admiration provides a coherent, cohesive approach to helping the brand stand the test of time. A well-designed, well-managed brand becomes a part of the public consciousness, and ultimately, a part of the culture. This trajectory is the fruit of decisions made from an integrated strategic standpoint. This book shows you how to shift the process for your brand, with practical guidance and an analytical approach.

## **When Fish Fly**

In this revealing business advice book, the magic of the World Famous Pike Place Fish Market proves a dynamic example of what a group of people can create when they are aligned and living a powerful vision. Here for the first time, owner John Yokoyama explains in his own words just how he transformed his business into a workplace that is renowned worldwide. When Fish Fly offers Yokoyama's cohesive strategy for achieving world famous results for owners, managers, and front-line workers alike. Once you understand the generative principles behind the World Famous Pike Place Fish Market you, too, can develop a culture that leads to

excellent employee morale and legendary customer service.

## **Product Management Essentials**

Gain all of the techniques, teachings, tools, and methodologies required to be an effective first-time product manager. The overarching goal of this book is to help you understand the product manager role, give you concrete examples of what a product manager does, and build the foundational skill-set that will gear you towards a career in product management. To be an effective PM in the tech industry, you need to have a basic understanding of technology. In this book you'll get your feet wet by exploring the skills a PM needs in their toolset and cover enough ground to make you feel comfortable in a technical discussion. A PM is not expected to have the same level of depth or knowledge as a software engineer, but knowing enough to continue the conversation can be a benefit in your career in product management. A complete product manager will have a 360-degree understanding of user experience and how to craft beautiful products that are easy-to-use, with the end user in mind. You'll continue your journey with a walk through basic UX principles and even go through the process of building a simple set of UI frames for a mock app. Aside from the technical and design expertise, a PM needs to master the social aspects of the role. Acting as a bridge between engineering, marketing, and other teams can be difficult, and this book will dive into the business and soft skills of product management. After reading Product Management Essentials you will be one of a select few technically-capable PMs who can interface with management, stakeholders, customers, and the engineering team. What You Will Learn Gain the traits of a successful PM from industry PMs, VCs, and other professionals See the day-to-day responsibilities of a PM and how the role differs across tech companies Absorb the technical knowledge necessary to interface with engineers and estimate timelines Design basic mocks, high-fidelity wireframes, and fully polished user interfaces Create core documents and handle business interactions Who This Book Is For Individuals who are eyeing a transition into a PM role or have just entered a PM role at a new organization for the first time. They currently hold positions as a software engineer, marketing manager, UX designer, or data analyst and want to move away from a feature-focused view to a high-level strategic view of the product vision.

## **Humor, Play and Laughter**

Parenting does not have to be a stressful experience. In fact, parents who lighten up and laugh with their families can be more productive by using humor to ease conflict, deflect hostility, and create a feeling of well-being in the household. Readers will benefit from the author's many everyday examples of how a humorous approach can greatly improve family life.

## **The Innovator's DNA**

A new classic, cited by leaders and media around the globe as a highly recommended read for anyone interested in innovation. In *The Innovator's DNA*, authors Jeffrey Dyer, Hal Gregersen, and bestselling author Clayton Christensen (*The Innovator's Dilemma*, *The Innovator's Solution*, *How Will You Measure Your Life?*) build on what we know about disruptive innovation to show how individuals can develop the skills necessary to move progressively from idea to impact. By identifying behaviors of the world's best innovators—from leaders at Amazon and Apple to those at Google, Skype, and Virgin Group—the authors outline five discovery skills that distinguish innovative entrepreneurs and executives from ordinary managers: Associating, Questioning, Observing, Networking, and Experimenting. Once you master these competencies (the authors provide a self-assessment for rating your own innovator's DNA), the authors explain how to generate ideas, collaborate to implement them, and build innovation skills throughout the organization to result in a competitive edge. This innovation advantage will translate into a premium in your company's stock price—an innovation premium—which is possible only by building the code for innovation right into your organization's people, processes, and guiding philosophies. Practical and provocative, *The Innovator's DNA* is an essential resource for individuals and teams who want to strengthen their innovative prowess.

## **The Airbnb Way: 5 Leadership Lessons for Igniting Growth through Loyalty, Community, and Belonging**

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

- Airbnb strategies and practices that will drive customer engagement and loyalty
- Expert advice on how to provide phenomenal customer service
- Illuminating stories about Airbnb guest and host experiences
- Unique leadership principles for activating all stakeholders—including those who share resources and services and more

## **Stronger Through Adversity: World-Class Leaders Share Pandemic-**

## **Tested Lessons on Thriving During the Toughest Challenges**

From business guru Joseph Michelli—the leadership lessons needed to thrive beyond the greatest business crisis in modern history COVID-19 has disrupted business and life in ways we never imagined. Within days of the outbreak, Joseph Michelli—the world-renowned business expert who has cracked the leadership codes of Starbucks, Airbnb, Mercedes-Benz USA, and many other top companies—went to work. He contacted 140+ senior leaders at major companies about their specific challenges and how they were meeting them—getting raw yet thoughtful real-time insights into a crisis that will define an entire generation of leaders. The result is *Stronger Through Adversity*. In this business guide for our times, Michelli distills best leadership practices that can be used in any company, in any industry. Organized into four main themes—Set the Foundation, Build Connections, Move with Purpose, and Harness Change—*Stronger Through Adversity* provides a deep dive into the methods, tactics, and approaches leaders have used to keep their company afloat and to position it for success long after the pandemic. You'll get invaluable insights into crisis management, keeping employees and customers safe, maintaining a culture of engagement, and rapidly innovating. Applying powerful leadership methods used by Microsoft, Starbucks, Google, DHL, Target, Verizon, Kohl's, Marriott, and many others, you'll seize and hold the competitive edge in your industry. Whether you run a Fortune 500 company, own a small business, or manage a department or team—this is your moment. *Stronger Through Adversity* delivers everything you need to prosper—to lead your people to an unprecedented recovery, to weather the toughest challenges your business faces from the pandemic and beyond, and to thrive in all storms, large and small.

## **Branded Customer Service**

Branding is an integral part of modern business strategy. But while there are dozens of books on branding products and marketing campaigns, nobody has applied the logic and techniques of branding to customer service -- until now. *Branded Customer Service* is a practical guide to moving service delivery to a new level so that brand reinforcement occurs every time customers interact with organizational representatives. Janelle Barlow and Paul Stewart show how to infuse an entire organization with brand values and create a recognizable style of service that reflects brand promises and brand images.

## **American Icon**

The inside story of the epic turnaround of Ford Motor Company under the leadership of CEO Alan Mulally. At the end of 2008, Ford Motor Company was just months away from running out of cash. With the auto industry careening toward ruin, Congress offered all three Detroit automakers a bailout. General Motors and Chrysler grabbed the taxpayer lifeline, but Ford decided to save itself. Under the leadership of charismatic CEO Alan Mulally, Ford had already

put together a bold plan to unify its divided global operations, transform its lackluster product lineup, and overcome a dysfunctional culture of infighting, backstabbing, and excuses. It was an extraordinary risk, but it was the only way the Ford family—America’s last great industrial dynasty—could hold on to their company. Mulally and his team pulled off one of the greatest comebacks in business history. As the rest of Detroit collapsed, Ford went from the brink of bankruptcy to being the most profitable automaker in the world. *American Icon* is the compelling, behind-the-scenes account of that epic turnaround. In one of the great management narratives of our time, Hoffman puts the reader inside the boardroom as Mulally uses his celebrated Business Plan Review meetings to drive change and force Ford to deal with the painful realities of the American auto industry. Hoffman was granted unprecedented access to Ford’s top executives and top-secret company documents. He spent countless hours with Alan Mulally, Bill Ford, the Ford family, former executives, labor leaders, and company directors. In the bestselling tradition of *Too Big to Fail* and *The Big Short*, *American Icon* is narrative nonfiction at its vivid and colorful best.

## **The High Roller Experience: How Caesars and Other World-Class Companies Are Using Data to Create an Unforgettable Customer Experience**

The marketing guru of Caesars/Harrah’s shows how you can double-down and win with a proven data-driven approach. Walking through Caesars in Las Vegas may seem like a dream—the lights are not too bright, the temperature is perfect, and everything is within your reach. But behind this “magical” experience is a carefully choreographed performance based on deep understanding and rigorous analysis of extensive data to help ensure guests have an incredible and personalized experience. The Caesars marketing story is recognized as one of the best examples of using data to improve the customer experience and marketing effectiveness in all of business. Marketing legend David Norton orchestrated the initiatives that made Harrah’s/Caesars Entertainment one of the greatest marketing companies in the world. His approach of using data to identify opportunities for the business, developing the narrative to sell throughout the organization and partnering with various constituents to drive successful implementation operationally is unparalleled. In *The High Roller Experience*, he shares his secrets to creating an unbeatable marketing strategy. In addition to discussing core items such as analytics, CRM and loyalty programs, he examines the leadership and organizational processes required to create a customer-centric and data informed business. The author also shares case studies from the work at GALE helping companies leverage technology advances to improve the customer experience and build customer loyalty across a wide-range of industries. With this book to guide you, you’ll learn how to use loyalty programs, analytics, and technology to drive phenomenal transformational change and rapid revenue growth within your own organization.

## **Driving the Saudis**

An ivy league-educated actress and film producer who worked as a chauffeur for members of the Saudi royal family during their visit to Beverly Hills describes her witness to their opulent lifestyle and the complications, contradictions and corruptions of their wealth. 35,000 first printing.

## **Winning the Oil Endgame**

Enough about the oil problem. Here's the solution. Over a few decades, starting now, a vibrant US economy (then others) can completely phase out oil. This will save a net \$70 billion a year, revitalize key industries and rural America, create a million jobs, and enhance security. Here's the roadmap ? independent, peer-reviewed, co-sponsored by the Pentagon ? for the transition beyond oil, led by business and profit.

## **The 'Made in Germany' Champion Brands**

Germany's economic miracle is a widely-known phenomenon, and the world-leading, innovative products and services associated with German companies are something that others seek to imitate. In The 'Made in Germany' Champion Brands, Ugesh A. Joseph provides an extensively researched, insightful look at over 200 of Germany's best brands to see what they stand for, what has made them what they are today, and what might be transferable. The way Germany is branded as a nation carries across into the branding of its companies and services, particularly the global superstar brands - truly world-class in size, performance and reputation. Just as important are the medium-sized and small enterprises, known as the 'Mittelstand'. These innovative and successful enterprises from a wide range of industries and product / service categories are amongst the World market leaders in their own niche and play a huge part in making Germany what it is today. The book also focuses on German industrial entrepreneurship and a selection of innovative and emergent stars. All these companies are supported and encouraged by a sophisticated infrastructure of facilitators, influencers and enhancers - the research, industry, trade and standards organizations, the fairs and exhibitions and all the social and cultural factors that influence, enhance and add positive value to the country's image. Professionals or academics interested in business; entrepreneurship; branding and marketing; product or service development; international trade and business development policy, will find fascinating insights in this book; while those with an interest in Germany from emerging industrial economies will learn something of the secrets of German success.

## **The Art of Selling to the Affluent**

This insightful book shows salespeople how to meet the needs of affluent clients from the initial contact, to the sales presentation, to providing the level of service and quality they expect, to securing them as long-term customers. Based on extensive research of the buying patterns and expectations of the wealthy, this step-by-step sales guide reveals the secrets of attracting and keeping wealthy clients for life, boosting sales and repeat business. The Art of Selling to the Affluent is also a crash course in the world of the wealthy, giving you the understanding you need to satisfy and retain these profitable top-dollar clients.

## **Automotive Development Processes**

The global crisis the automotive industry has slipped into over the second half of 2008 has set a fierce spotlight not only on which cars are the right ones to bring to the market but also on how these cars are developed. Be it OEMs developing new models, suppliers integrating themselves deeper into the development processes of different OEMs, analysts estimating economical risks and opportunities of automotive investments, or even governments creating and evaluating scenarios for financial aid for suffering automotive companies: At the end of the day, it is absolutely indispensable to comprehensively understand the processes of automotive development – the core subject of this book. Let's face it: More than a century after Carl Benz, Wilhelm Maybach and Gottlieb Daimler developed and produced their first motor vehicles, the overall concept of passenger cars has not changed much. Even though components have been considerably optimized since then, motor cars in the 21st century are still driven by combustion engines that transmit their propulsive power to the road surface via gearboxes, transmission shafts and wheels, which together with spring-damper units allow driving stability and ride comfort. Vehicles are still navigated by means of a steering wheel that turns the front wheels, and the required control elements are still located on a dashboard in front of the driver who operates the car sitting in a seat.

## **Chief Customer Officer 2.0**

A Customer Experience Roadmap to Transform Your Business and Culture Chief Customer Officer 2.0 will give you a proven framework that has launched and advanced the customer experience transformation in businesses in every vertical around the world. And it will take years off your learning curve. Written by Jeanne Bliss, worldwide authority on customer experience, and preeminent thought leader on the role of the Customer Leadership Executive (such as Chief Customer Officer, Vice President of Customer Experience, etc.) this book follows the five-competency model she uses to coach the C-Suite and Chief Customer Officers. 1. Manage and Honor Customers as Assets 2. Align Around Experience 3. Build a Customer Listening Path 4. Proactive Experience Reliability and Innovation 5. One Company Accountability, Leadership & Decision Making Chief Customer Officer 2.0 will get you into

action quickly with a united leadership team, and will shift your business intent to earning the right to growth by improving customers' lives. Jeanne Bliss fearlessly shares her tools and leadership 'recipe cards' for leading and enabling your business transformation. And she provides practical guidance on how embed the five competencies into how your company develops products, goes to market, enables and rewards people, and conducts annual planning. Including over forty accounts of actions by Customer Leadership Executives around the world, this is the book you have been waiting for that tells it like it is and gives you the framework to build your customer-driven growth engine. Jeanne Bliss pioneered the Customer Leadership Executive position, holding the role for twenty years at Lands' End, Allstate, Coldwell Banker, Mazda and Microsoft Corporations. Since 2002 she has led CustomerBliss, a preeminent customer experience transformation company where she helps companies achieve customer-driven growth. She is a worldwide keynote speaker, and sought frequently by major media for her point of view. Jeanne is the co-founder of the Customer Experience Professionals Association, established to advance the worldwide discipline of customer experience and customer experience practitioners. She is also the best-selling author of *Chief Customer Officer: Getting Past Lip Service to Passionate Action* (2006), and *I Love You More than My Dog: Five Decisions to Drive Extreme Customer Loyalty in Good Times and Bad* (2011).

## Predicting Market Success

Praise for Predicting Market Success  
"Predicting Market Success has come at the right time for major companies. The value of understanding the dimensions of your brand's unique appeal and strength of preference is indispensable for brand strategy today. This book is well worth your time." —Joseph T. Plummer, Chief Research Officer, The Advertising Research Foundation  
"In the competitive world of branding, understanding what drives consumer loyalty is the cornerstone of a brand's continued success. Passikoff's market-driven insights on how to obtain, analyze, and utilize loyalty metrics will help you make strategic, brand-enhancing decisions." —Seth M. Siegel, Cochairman, The Beanstalk Group  
"Passikoff is the guy who can explain to me why people buy certain things from certain companies, even though other things by other companies seem just as good. With his great feel for pop culture and almost philosophical outlook, he understands what makes consumers tick-and stick." —Lenore Skenazy, syndicated columnist  
"Loyalty is a key component of the strength of a brand and brand equity, and Passikoff understands loyalty like few others. In this book, he captures the essence of loyalty and branding in a practical way—showing how loyalty drives profitability." —Erich Joachimsthaler, Chairman, Vivaldi Partners  
"If you want a business book that will make you feel justified, complimented, and comfortable, don't read this. If you want a book to challenge your beliefs about brand marketing right down to the core, you can't afford not to." —John Gaffney, Executive Editor, Peppers & Rogers Group

## The Big Book of Marketing

"A real world tool for helping develop effective marketing strategies and plans." -- Dennis Dunlap, Chief Executive Officer, American Marketing Association  
"For beginners and professionals in search of answers." -- Stephen Joel Trachtenberg, President Emeritus and University Professor of Public Service, The George Washington University  
"A 'must read' for every business major and corporate executive." -- Clarence Brown, former Acting Secretary, U.S. Department of Commerce

The Biggest Companies. The Boldest Campaigns. THE BEST INSIDER'S GUIDE ON THE MARKET. The most comprehensive book of its kind, The Big Book of Marketing is the definitive resource for marketing your business in the twenty-first century. Each chapter covers a fundamental aspect of the marketing process, broken down and analyzed by the greatest minds in marketing today. For the first time ever, 110 experts from the world's most successful companies reveal their step-by-step strategies, proven marketing tools, and tricks of the trade—fascinating, exclusive, real-world case studies from an all-star roster of companies, including: ACNielsen \* Alcoa \* American Express \* Amtrak \* Antimicrobial \* Technologies Group \* APL Logistics \* Arnold \* AT&T \* Atlas Air \* Bloomingdale's \* BNSF \* Boeing \* Bristol-Myers Squibb \* Burson-Marsteller \* BzzAgent \* Caraustar \* Cargill \* Carnival \* Coldwell Banker \* Colgate-Palmolive \* Colonial Pipeline \* Con-way \* Costco \* Dean Foods \* Discovery Communications \* Draftfcb \* DSC Logistics \* DuPont \* Edelman \* ExxonMobil \* Fabri-Kal \* FedEx Trade Networks \* Fleishman-Hillard \* Ford \* Frito-Lay \* GE \* Greyhound \* Hair Cuttery \* Hilton \* HOLT CAT \* IBM \* Ingram Barge \* Ingram Micro \* International Paper \* John Deere \* Kimberly-Clark \* Kodak \* Kraft \* L.L.Bean \* Landor \* Long Island Rail Road \* Lulu.com \* Mars \* MCC \* McCann \* McDonald's \* McKesson \* Nationals \* NCR \* New York Times \* Nordstrom \* Ogilvy Action \* OHL \* 1-800Flowers.com \* Overseas Shipholding Group \* Owens Illinois \* P & G \* Papa John's \* Paramount Pictures \* Patagonia \* PepsiCo \* Pfizer \* Porter Novelli \* RAPP \* Ritz-Carlton \* Safeway \* Saks Fifth Avenue \* Sara Lee \* SC Johnson \* Sealed Air \* Sears \* Silgan \* Skyhook \* Snap-on Tools \* Southwest \* Sports and Leisure \* ResearchGroup \* Staples \* Stoner \* Supervalu \* Synovate \* Tanimura & Antle \* TBWA \* Tenet Healthcare \* Texas Instruments \* 3M \* ToysRUs \* Trader Joe's \* Tupperware \* Under Armour \* United Airlines \* United Stationers \* Verizon \* VISA \* Weyerhaeuser \* Wilson Sporting Goods \* Wunderman \* Xerox \* Y&R \* Zappos.com

No matter what business you're in--from retail and manufacturing to service and nonprofit--The Big Book of Marketing offers the most practical, hands-on advice you'll ever find . . . from the best in the business. Anthony G. Bennett taught marketing at Georgetown University. With three decades of experience in the field, he has held a variety of key marketing positions at Fortune 500 companies, including AT&T and others. He resides in McLean, Virginia.

## The Ultimate History of Mercedes-Benz

Updated and Expanded Edition of the Leadership Bestseller Harness the meaning of love, the verb, to improve your corporate culture and bottom line with the help of Joel Manby, former President and CEO of both SeaWorld Parks & Entertainment and Herschend Enterprises. Joel

won the respect of America with his appearance on the CBS reality TV series Undercover Boss. A highly successful corporate executive, Joel Manby is unlike most other CEOs. As the 18 million viewers of Undercover Boss witnessed, Manby has a unique style of leadership--servant leadership--which has a profound impact on his employees. In this updated and expanded edition of Love Works, Manby demonstrates that leading with love is effective even in extremely difficult business environments, which he experienced at SeaWorld. With an all-new introduction and two additional chapters, Manby shares more of his own leadership and personal stories, giving insight that will help you become a more effective leader by:

- Cultivating a culture that builds improved employee engagement and long-term success
- Outlining seven time-proven principles that break down the natural walls within the workplace
- Overcoming personal failures at work and home
- Empowering your managers and employees
- Disarming difficulties in the workplace

Discover the truth of the power of love to change the course of your business and your life today!

## **Love Works**

One of the world's leading authorities on customer-centric business transformation, Lior Arussy—founder and CEO of the global consulting firm Strativity Group—offers “a revolutionary, yet pragmatic guide to not only managing change, but driving and thriving in a world of cataclysmic explosions of information and technology” (Joseph Michelli, #1 New York Times bestselling author of Leading the Starbucks Way). The old business model of adapting to change for continued success is dead. Change is the new normal. There are no more periods of stability and predictability. There is only change. This continuous upheaval can undercut morale, decrease productivity and decimate profits, or it can be a game-changing opportunity. In *Next Is Now*, “Lior Arussy provides a comprehensive and instructive roadmap for leading change and preparing yourself and your organization for the future. He generously shares insider insights, examples, and lessons learned from his many years advising top business leaders.” (Denise Lee Yohn, author of *What Great Brands Do*). He helps corporate leaders and their employees view change as an opportunity to become invested, drive that change, and achieve more success and job satisfaction than if change were simply implemented from the top down. Based on his experience working one-on-one with major corporate clients like Mercedes-Benz, Royal Caribbean Cruises, Thomson Reuters, HSBC and other Fortune 500 clients, Arussy shares his five-step Future Ready Impact program, guiding change-impacted employees and business owners from a victim mentality to one of participation and ownership. As Stephen Cannon, the former president and CEO of Mercedes-Benz USA, raves, “For anyone interested in building a thriving business, Lior Arussy’s insights provide actionable steps to integrate into your plans for achieving success.”

## **Next Is Now**

\\"TRB's Airport Cooperative Research Program (ACRP) Report 157: Improving the Airport

Customer Experience documents notable and emerging practices in airport customer service management that increase customer satisfaction, recognizing the different types of customers (such as passengers, meeters and greeters, and employees) and types and sizes of airports. It also identifies potential improvements that airports could make for their customers.\" -- Publisher's description

## **Improving the Airport Customer Experience**

This new book provides a comprehensive and refreshing insight into the more advanced topic of operations strategy. It builds on concepts from strategic management, operations management, marketing, and human resources. A three-part organization covers the nature, content, and process of operations strategy. For practicing managers.

## **Operations Strategy**

Leadership lessons from the iconic brand you can use to drive Disney-style success In helping Walt Disney create “The Happiest Place on Earth,” Van France and his team started a business revolution in 1955 that eventually became the Disney University—the employee training and development program that powers one of the most famous brands on earth. Disney U examines how Van France's timeless company values and leadership expertise have turned into a training and development dynasty: the Disney U. The book reveals the heart of the Disney Culture and describes the company's values and operational philosophies that support the world-famous Disney brand. Doug Lipp is an internationally acclaimed expert on customer service, leadership, change management and global competitiveness, specializing in the lessons he learned at the Disney U.

## **Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees**

More than simply a comprehensive collection of brand success stories, this text will also help businesses and students to easily identify the factors behind these successes, and to place them into a broader business and social context.

## **Brand Royalty**

This second edition of Brand Meaning lays out new territory for the understanding of how brands both acquire and provide meaning. The author draws on his experience with leading international companies to propose a compelling framework for the conscious and unconscious

ways in which people connect with products and brands. Revised and updated, it contains contemporary as well as classic examples of brand meaning in practice from various countries, and expands on the theory, methods and applications of brand meaning. The book's multidisciplinary approach and concise yet comprehensive content makes it an ideal supplemental reader for undergraduate, graduate, and MBA courses, as well as valuable reading for practitioners in the fields of marketing, advertising and consumer research. For more information, visit [www.brandmeaning.com](http://www.brandmeaning.com).

## **Brand Meaning**

With the enormous growth of the internet and social media sites, digital marketing is now worth more per annum than TV advertising in the UK. Social network advertising spending is expected to increase to a staggering \$4.3 billion in 2011 in a bid to attract today's media-savvy consumer. The Best Digital Marketing Campaigns in the World brings together an international collection of the most successful digital marketing campaigns of our time, assessing what they achieved and the business lessons learnt. This practical and insightful book explores how businesses large and small have harnessed social media, blogs, forums, online video and email to boost their brand and attract customers. Damian Ryan and Calvin Jones present a selection of hand-picked case studies, sharing the knowledge and skill of the world's top creative minds. Covering everything from household names such as Pizza Hut and Pepsi to Obama's 2008 presidential election campaign, this book is the must-read guide for all marketers looking to embrace the new digital landscape.

## **The Best Digital Marketing Campaigns in the World**

This title presents an holistic view of CRM, arguing that its essence concerns basic business strategy - developing and maintaining long-term, mutually beneficial relationships with strategically significant customers - rather than the operational tools which achieve these aims.

## **Customer Relationship Management**

Managing Change is written for students on modules covering management, strategy and organisational change as part of undergraduate and postgraduate programmes. --Book Jacket.

## **Managing Change**

TWO E-BOOKS IN ONE The Starbucks Experience The Starbucks Experience contains a robust

blend of home-brewed ingenuity and people-driven philosophies that have made Starbucks one of the world's "most admired" companies, according to Fortune magazine. With unique access to Starbucks personnel and resources, Joseph Michelli discovered that the success of Starbucks is driven by the people who work there—the "partners"—and the special experience they create for each customer. Leading the Starbucks Way In Leading the Starbucks Way, Joseph Michelli explains the leadership principles that drove the iconic coffee company's resurgence from serious setbacks after the global recession—one of the few true turnaround stories of this time. "Culture is everything! This fast-moving, fascinating book gives you countless practical ideas you can use immediately to create a company climate of inspiration and loyalty." Brian Tracy, author of Full Engagement

## **Starbucks Leadership Lessons**

In "Watching The English" anthropologist Kate Fox takes a revealing look at the quirks, habits and foibles of the English people. She puts the English national character under her anthropological microscope, and finds a strange and fascinating culture, governed by complex sets of unspoken rules and byzantine codes of behaviour. The rules of weather-speak. The ironic-gnome rule. The reflex apology rule. The paranoid-pantomime rule. Class indicators and class anxiety tests. The money-talk taboo and many more ...Through a mixture of anthropological analysis and her own unorthodox experiments (using herself as a reluctant guinea-pig), Kate Fox discovers what these unwritten behaviour codes tell us about Englishness.

## **Watching the English**

The days of the image brands are over, and 'new marketing' has gone mainstream. The world's biggest companies are pursuing a post-advertising strategy, moving away from advertising and investing in leading edge alternatives. In the vanguard of the revolution has been John Grant, co-founder of the legendary agency St. Luke's and author of The New Marketing Manifesto, whose radical thinking has informed a generation. Now Grant is set to stun the industry again. In The Brand Innovation Manifesto, he redefines the nature of brands, showing why old models and scales no longer work and revealing that the key to success today is impacting people's lifestyles (think Starbucks, iPod and eBay). At the heart of the book is the concept of the 'brand molecule' to which new cultural ideas can be constantly added to keep pace with change. Cataloguing 32 classes of idea, Grant presents a practical approach to mixing and matching them within your own market to develop new brand ideas - and new ideas for existing brands.

## **The Brand Innovation Manifesto**

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

## **Principles of Marketing**

Esta es la historia de cómo Mercedes Benz supo identificar los deseos, necesidades y sueños de sus clientes. El plan que ayudó a hacer de Mercedes-Benz una de las organizaciones más efectivas del mundo en el servicio al cliente. El sólo nombre de Mercedes-Benz hace que te imagines lujo, innovación, calidad y desempeño, pero se necesita algo más que un producto de clase mundial para superar a la competencia. Por eso, los ejecutivos de Mercedes-Benz crearon experiencias únicas para sus clientes que estuvieran alineadas con sus autos legendarios. Mercedes-Benz Driven to Delight revela el plan de acción que utilizó esta compañía en Estados Unidos para catapultar a la empresa al primer lugar en los rankings de estudios nacionales de satisfacción al cliente, al tiempo que mantuvo el crecimiento del negocio. Esta es la historia de cómo la organización supo identificar los deseos, necesidades y sueños de sus clientes. En este libro aprenderás cómo: -Crear una gran visión para generar experiencias excepcionales al cliente. -Identificar las necesidades cambiantes, requerimientos y deseos de tus clientes. -Trazar los recorridos de tus clientes clave y los puntos de contacto de alto valor. -Evaluar la percepción del cliente durante todo el proceso de servicio. -Resolver sus necesidades con rapidez y mejorar constantemente el proceso de entrega. -Asociar las recompensas y el reconocimiento con una excelente experiencia del cliente en tu organización. -Con valiosas lecciones aprendidas directamente de los empleados de Mercedes-Benz, testimonios de fanáticos de la marca e innumerables consejos para crear tu propio mapa del éxito, este libro te muestra cómo afinar tu estrategia de negocios, deleitar a tus clientes e inyectarle combustible a tu equipo en el mediano y el largo plazo.

## **Mercedes-Benz. Driven to delight**

WAKE UP AND SMELL THE SUCCESS! You already know the Starbucks story. Since 1992, its stock has risen a staggering 5,000 percent! The genius of Starbucks success lies in its ability to create personalized customer experiences, stimulate business growth, generate profits, energize employees, and secure customer loyalty-all at the same time. The Starbucks

Experience contains a robust blend of home-brewed ingenuity and people-driven philosophies that have made Starbucks one of the world's \"most admired\" companies, according to Fortune magazine. With unique access to Starbucks personnel and resources, Joseph Michelli discovered that the success of Starbucks is driven by the people who work there-the \"partners\"-and the special experience they create for each customer. Michelli reveals how you can follow the Starbucks way to Reach out to entire communities Listen to individual workers and consumers Seize growth opportunities in every market Custom-design a truly satisfying experience that benefits everyone involved Filled with real-life insider stories, eye-opening anecdotes, and solid step-by-step strategies, this fascinating book takes you deep inside one of the most talked-about companies in the world today. For anyone who wants to learn from the best-and be the best-The Starbucks Experience is a rich, heady brew of unforgettable user-friendly ideas.

## **The Starbucks Experience: 5 Principles for Turning Ordinary Into Extraordinary**

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