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The marketer's guide to modernizing platforms and practices Marketing in the digital era is a whole new game: it's fundamentally about competing on the customer experience. Marketers must integrate a complex set of technologies to capture the customer's digital body language—and thereby deliver the right experiences, at the right times, via the right channels. This approach represents a formidable technological and practical challenge that few marketers have experience with. The methods that enable marketers to meet this challenge are emerging from an unexpected place: the world of software development. The Agile methodologies that once revolutionized software development are now revolutionizing marketing. Agile provides the foundation for alignment between the marketing and product management sides. It can unleash a whole array of new marketing opportunities for growth hacking as well as for "baking" marketing directly into your

products or services. Beyond that, as a discipline it can serve as a bridge to strategic alignment, positioning the chief marketing officer alongside the chief product officer as the two primary drivers of the business. Written by a premier practitioner of modern marketing, this book will provide you with: Insights on the evolution of product development and management in the organization—and why marketing must partner with them in the new era An understanding of Agile methods and their application to marketing A plan for integrating Agile with your traditional methods Tactics to drive alignment with product management A pathway to becoming the steward of customer experience Rich with examples, case studies, illustrations, and exercises drawn from the author's wide-ranging experience (from startups to a top global technology company), The Agile Marketer will help you transform marketing in your organization, in spirit and practice—and help realize its critical roles in product management and the customer experience. What if we could resolve the exhausting struggle between work, family, and spiritual life? What if we recognized a deep connection between faith and business? What if biblical values weren't roadblocks but actually the source of successful business? What if the real goal of business were more noble than maximizing profit? What if we could see our everyday work as having spiritual value? What if we could approach it as ministry? What if it were our calling, a calling as high as that of a pastor or missionary? What if God cared deeply about our work and wanted to be involved? And what if we could even partner with him in our business? Many of us believe the key to resolving the tension between work and faith lies in a more balanced life. Pursuing balance is important, Eldred explains, but that noble effort still leaves us with compartmentalized lives. We still sense that all those prime hours of our day have little or no spiritual significance. Integration is the key to changing that mindset and thus "redeeming" the vast majority of our time, the hours devoted to work. When our work is a holy calling and a ministry, it's loaded with spiritual significance. All that time we spend at work has spiritual value. So while balance alone might redeem some hours, integration can redeem far more! Ken Eldred reveals how to find a deep integration between our work and faith such that all areas of our lives further God's kingdom, glorify him, and fulfill our life mission. As we integrate our lives, he explains, we can experience the abundant life that Jesus offers us. The author takes on pervasive misconceptions stemming both from business and from church. He debunks these misguided beliefs and attitudes that hold us back and reveals a transformational new paradigm for purpose-driven work. Eldred explains that we have a threefold ministry in our work life: pointing those around us to God (a ministry at work), serving and creating via the work itself (a ministry of work), and redeeming the practices, policies, and structures of institutions (a ministry to work). That's a pretty lofty charge for those of us in the marketplace! This book offers a powerful picture of the integrated life in which our faith impacts every sphere,

including our work in the marketplace. Drawing on his own experience and the example of others, Eldred lays out practical applications that lead to abundant living through a far deeper connection between work and faith. A cultural history of digital gameplay that investigates a wide range of player behavior, including cheating, and its relationship to the game industry. The widely varying experiences of players of digital games challenge the notions that there is only one correct way to play a game. Some players routinely use cheat codes, consult strategy guides, or buy and sell in-game accounts, while others consider any or all of these practices off limits. Meanwhile, the game industry works to constrain certain readings or activities and promote certain ways of playing. In Cheating, Mia Consalvo investigates how players choose to play games, and what happens when they can't always play the way they'd like. She explores a broad range of player behavior, including cheating (alone and in groups), examines the varying ways that players and industry define cheating, describes how the game industry itself has helped systematize cheating, and studies online cheating in context in an online ethnography of Final Fantasy XI. She develops the concept of "gaming capital" as a key way to understand individuals' interaction with games, information about games, the game industry, and other players. Consalvo provides a cultural history of cheating in videogames, looking at how the packaging and selling of such cheat-enablers as cheat books, GameSharks, and mod chips created a cheat industry. She investigates how players themselves define cheating and how their playing choices can be understood, with particular attention to online cheating. Finally, she examines the growth of the peripheral game industries that produce information about games rather than actual games. Digital games are spaces for play and experimentation; the way we use and think about digital games, Consalvo argues, is crucially important and reflects ethical choices in gameplay and elsewhere. In The Content Advantage (Clout 2.0): The Science of Succeeding at Digital Business Through Effective Content, expert Colleen Jones argues that in the age of digital disruption, your company faces an important choice. The choice is not whether to do content. Every business function–from marketing to sales and from support to recruiting–demands content. The choice is whether to make your approach to content strategic and, consequently, an advantage. This book, which is the second edition of the pioneering content book Clout, offers a modernized and comprehensive approach for planning, creating, delivering, and optimizing content that will make your business thrive. Executives and practitioners alike will find value in this book as they face increasing pressure to deliver the right content to the right customers at the right time. Drawing on her in-the-trenches experience with organizations ranging from the Fortune 50 to small and medium businesses to government and nonprofits, Jones offers: Guidance on creating a content vision A primer on conducting content analysis Techniques for developing a competitive content strategy Elements and principles of

effective, influential content A blueprint for developing content intelligence A maturity model for content operations Examples from diverse companies and contexts 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 wordof-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. Conventional wisdom on strategy is no longer a reliable guide. In Essential Advantage, Booz & Company's Cesare Mainardi and Paul Leinwand maintain that success in any market accrues to firms with coherence: a tight match between their strategic direction and the capabilities that make them unique. Achieving this clarity takes a sharpness of focus that only exceptional companies have mastered. This book helps you identify your firm's blend of strategic direction and distinctive capabilities that give it the "right to win" in its chosen markets. Based on extensive research and filled with company examples--including Amazon.com, Johnson &

Johnson, Tata Sons, and Procter & Gamble--Essential Advantage helps you construct a coherent company in which the pieces reinforce each other instead of working at cross-purposes. The authors reveal: · Why you should focus on a system of a few aligned capabilities · How to identify the "way to play" in your market · How to design a strategy for well-modulated growth · How to align a portfolio of businesses behind your capability system · How your strategy clarifies growth, costs, and people decisions Few companies achieve a capability-driven "right to win" in their market. This book helps you position your firm to be among them. Are you at risk of being trapped in an uncompetitive business? Chances are the strategies that worked well for you even a few years ago no longer deliver the results you need. Dramatic changes in business have unearthed a major gap between traditional approaches to strategy and the way the real world works now. In short, strategy is stuck. Most leaders are using frameworks that were designed for a different era of business and based on a single dominant idea—that the purpose of strategy is to achieve a sustainable competitive advantage. Once the premise on which all strategies were built, this idea is increasingly irrelevant. Now, Columbia Business School professor and globally recognized strategy expert Rita Gunther McGrath argues that it's time to go beyond the very concept of sustainable competitive advantage. Instead, organizations need to forge a new path to winning: capturing opportunities fast, exploiting them decisively, and moving on even before they are exhausted. She shows how to do this with a new set of practices based on the notion of transient competitive advantage. This book serves as a new playbook for strategy, one based on updated assumptions about how the world works, and shows how some of the world's most successful companies use this method to compete and win today. Filled with compelling examples from "growth outlier" firms such as Fujifilm, Cognizant Technology Solutions, Infosys, Yahoo! Japan, and Atmos Energy, The End of Competitive Advantage is your guide to renewed success and profitable growth in an economy increasingly defined by transient advantage. WINNER OF CMI MANAGEMENT BOOK OF THE YEAR 2021 Are you a future-ready leader? Based on exclusive interviews with over 140 of the world's top CEOs and a survey of nearly 14,000 people. Do you have the right mindsets and skills to be able to lead effectively in the next ten years and beyond? Most individuals and organizations don't even know what leadership will look like in the future. Until now. There has been a lot written about leadership for the present day, but the world is changing quickly. What worked in the past won't work in the future. We need to know how to prepare leaders who can successfully navigate and guide us through the next decade and beyond. How is leadership changing, and why? How ready are leaders today for these changes? What should leaders do now? To answer these questions, Jacob interviewed over 140 CEOs from companies like Unilever, Mastercard, Best Buy, Oracle, Verizon, Kaiser, KPMG, Intercontinental Hotels Group, Yum! Brands, Saint-Gobain,

Dominos, Philip Morris International, and over a hundred others. Jacob also partnered with Linkedin to survey almost 14,000 of their members around the globe to see how CEO insights align with employee perspectives The majority of the world's top business leaders that Jacob interviewed believe that while some core aspects of leadership will remain the same, such as creating a vision and executing on strategy, leaders of the future will need a new arsenal of skills and mindsets to succeed. What emerged from all of this research is the most accurate groundbreaking book on the future of leadership, which shares exclusive insights from the world's top CEOs and never before seen research. After reading it, you will: Learn the greatest trends impacting the future of leadership and their implications Understand the top skills and mindsets that leaders of the future will need to possess and how to learn them Change your perception of who a leader is and what leadership means Tackle the greatest challenges that leaders of the future will face See the gap that exists between what CEOs identified versus what employees are actually experiencing Become a future-ready leader This is the book that you, your team, and your organization must read in order to lead in the future of work. Wall Street Journal Bestseller A thought-provoking, accessible, and essential exploration of why some leaders ("Diminishers") drain capability and intelligence from their teams, while others ("Multipliers") amplify it to produce better results. Including a foreword by Stephen R. Covey, as well the five key disciplines that turn smart leaders into genius makers, Multipliers is a must-read for everyone from first-time managers to world leaders. As various areas of discipline continue to progress into the digital age, diverse modes of technology are being experimented with and ultimately implemented into common practices. Mobile products and interactive devices, specifically, are being tested within educational environments as well as corporate business in support of online learning and e-commerce initiatives. There is a boundless stock of factors that play a role in successfully implementing web technologies and user-driven learning strategies, which require substantial research for executives and administrators in these fields. The Handbook of Research on User Experience in Web 2.0 Technologies and Its Impact on Universities and Businesses is an essential reference source that presents research on the strategic role of user experience in e-learning and e-commerce at the level of the global economy, networks and organizations, teams and work groups, and information systems. The book assesses the impact of e-learning and e-commerce technologies on different organizations, including higher education institutions, multinational corporations, health providers, and business companies. Featuring research on topics such as ubiquitous interfaces, computer graphics, and image processing, this book is ideally designed for program developers and designers, researchers, practitioners, IT professionals, executives, academicians, and students. Organizations today face a stark choice: change or fail. Transformation has become the only constant of the business landscape, and those companies that cannot

adapt are doomed. But Karl Schoemer's New Reality program is here to help businesses make the tough choices that will lead to success. This book iincludes practical tools to help managers and employees: Adapt to change Identify Design/Defiant/Default behaviors Create a culture focused on the needs of the customer and consumer This book includes case studies and anecdotes from Schoemer's clientele and positions executives and employees to make the most out of every change their company encounters. Business Models for Transforming Customer Relationships What if there were a way to turn occasional, sporadic transactions with customers into long-term, continuous relationships--while simultaneously driving dramatic improvements in operational efficiency? What if you could break your existing trade-offs between superior customer experience and low cost? This is the promise of a connected strategy. New forms of connectivity--involving frequent, low-friction, customized interactions--mean that companies can now anticipate customer needs as they arise, or even before. Simultaneously, enabled by these technologies, companies can create new business models that deliver more value to customers. Connected strategies are win-win: Customers get a dramatically improved experience, while companies boost operational efficiency. In this book, strategy and operations experts Nicolaj Siggelkow and Christian Terwiesch reveal the emergence of connected strategies as a new source of competitive advantage. With in-depth examples from companies operating in industries such as healthcare, financial services, mobility, retail, entertainment, nonprofit, and education, Connected Strategy identifies the four pathways--respond-to-desire, curated offering, coach behavior, and automatic execution--for turning episodic interactions into continuous relationships. The authors show how each pathway creates a competitive advantage, then guide you through the critical decisions for creating and implementing your own connected strategies. Whether you're trying to revitalize strategy in an established company or disrupt an industry as a startup, this book will help you: Reshape your connections with your customers Find new ways to connect with existing suppliers while also activating new sources of capacity Create the right revenue model Make the best technology choices to support your strategy Integrating rich examples, how-to advice, and practical tools in the form of "workshop chapters" throughout, this book is the ultimate resource for creating competitive advantage through connected relationships with your customers and redefined connections in your industry. For organizations to maintain their competitive advantage, their people need to be performing to the best of their abilities. But in a world of increasing stress and pressure, of rapid technological change and digital overload, supporting and developing employees has never been more difficult. To develop top-performing employees, HR professionals need to move beyond ad hoc engagement initiatives and instead to design and embed employee experience throughout an organization's processes and culture - from the moment an employee sees a job advert to the moment they

leave the company. Employee Experience is a practical guide to achieving this. Employee Experience is full of tools, tips and advice to help HR professionals and business leaders motivate, support and develop their staff to achieve exceptional individual and organizational performance. It includes guidance on how to build experience capabilities in an HR team and on communicating, sustaining and evolving the employee experience, as well as on using networks, nudges and technology. Containing a foreword by Global Industry Analyst Josh Bersin and case studies from companies including Airbnb, Starbucks and Sky, the book shows how focusing on the employee experience improves performance, productivity and profits and how organizations of any size can achieve this success. Mentorship is a catalyst capable of unleashing one's potential for discovery, curiosity, and participation in STEMM and subsequently improving the training environment in which that STEMM potential is fostered. Mentoring relationships provide developmental spaces in which students' STEMM skills are honed and pathways into STEMM fields can be discovered. Because mentorship can be so influential in shaping the future STEMM workforce, its occurrence should not be left to chance or idiosyncratic implementation. There is a gap between what we know about effective mentoring and how it is practiced in higher education. The Science of Effective Mentorship in STEMM studies mentoring programs and practices at the undergraduate and graduate levels. It explores the importance of mentorship, the science of mentoring relationships, mentorship of underrepresented students in STEMM, mentorship structures and behaviors, and institutional cultures that support mentorship. This report and its complementary interactive guide present insights on effective programs and practices that can be adopted and adapted by institutions, departments, and individual faculty members. Discusses how students can maximize their community college education whether they are planning to transfer to a four-year school or are looking for an edge in the job market. Ever notice how companies with the best service also have the happiest employees? That's no accident. Do you want to build a strong, successful organization? Start by ignoring your customers. Really. Instead, focus first on creating a better employee experience, or EX. Your employees interact with customers, make them smile, and carry your brand message from the warehouse to the front lines. If your employees are having a great experience, so will your customers. In The Employee Experience, employee engagement pioneers Tracy Maylett and Matthew Wride reveal the secrets not only to attracting and retaining top talent, but to building a deeply engaged workforce—the foundation of organizational success. With deep insights into the dynamics of trust and mutual expectations, this book shows that before you can deliver a transcendent customer experience (CX), you must first build a superlative EX. With real-world examples and more than 24 million employee survey responses, Maylett and Wride reveal a clear, consistent pattern among the world's most successful organizations. By establishing a clear set of expectations

and promises—collectively known as the Contract—and upholding it consistently, employers can build the trust that leads to powerful engagement. Whether in business, healthcare, education, sports, or nonprofit, these organizations are consistently more successful and more profitable, enjoy sustainable growth, and win the battle to keep today's rarest resource: talented people. Blending rigorous research, detailed case studies, in-depth interviews and expert insights, The Employee Experience will teach you to: Make the employee experience a core part of your strategy Understand employee expectations and bridge the "Expectation Gap" Establish rock-solid Brand, Transactional, and Psychological Contracts that breed trust and confidence Build an employee-employer partnership in creating something extraordinary Turn employee engagement into fuel for customer satisfaction, profit, and growth Attracting talent, retaining top performers, and creating an environment in which employees choose to engage drives results. The Employee Experience shows you where truly extraordinary organizations begin…and how to build one. TRACY MAYLETT, Ed.D, SPHR, SHRM-SCP, is the CEO of DecisionWise, where he currently advises leaders across the globe in leadership, change, and employee engagement. Maylett holds a doctorate from Pepperdine University and an MBA from BYU. He is a recognized author, and teaches in the Marriott School of Management at Brigham Young University. MATTHEW WRIDE, JD, PHR, is the COO of DecisionWise. With an extensive business background, Wride brings a fresh approach to organization development and leadership consulting. He is passionate about helping leaders create winning employee experiences. Wride holds a JD from Willamette University and a master's degree from the University of Washington. For over two decades, DecisionWise has advised organizations and leaders in more than seventy countries on leadership, assessment, talent, organization development, and the employee experience. Visit us online at www.decision-wise.com. Why should I do business with you… and not your competitor? Whether you are a retailer, manufacturer, distributor, or service provider – if you cannot answer this question, you are surely losing customers, clients and market share. This eye-opening book reveals how identifying your competitive advantages and trumpeting them to the marketplace is the most surefire way to close deals, retain clients, and stay miles ahead of the competition. The five fatal flaws of most companies: ? They don't have a competitive advantage but think they do ? They have a competitive advantage but don't know what it is—so they lower prices instead ? They know what their competitive advantage is but neglect to tell clients about it ? They mistake "strengths" for competitive advantages ? They don't concentrate on competitive advantages when making strategic and operational decisions The good news is that you can overcome these costly mistakes – by identifying your competitive advantages and creating new ones. Consultant, public speaker, and competitive advantage expert Jaynie Smith will show you how scores of small and large companies

substantially increased their sales by focusing on their competitive advantages. When advising a CEO frustrated by his salespeople's inability to close deals, Smith discovered that his company stayed on schedule 95 percent of the time – an achievement no one else in his industry could claim. By touting this and other competitive advantages to customers, closing rates increased by 30 percent—and so did company revenues. Jack Welch has said, "If you don't have a competitive advantage, don't compete." This straight-to-the-point book is filled with insightful stories and specific steps on how to pinpoint your competitive advantages, develop new ones, and get the message out about them. "The biggest marketing flaw in most companies is their failure to fully reap the benefits of their competitive advantages. Either they think they have a competitive advantage but don't. Or they have one and don't realize it. Or they know they have a strong competitive advantage but fail to promote it adequately to their customers and prospects. "In my research with middle-market companies, I found only two CEOs out of 1,000 who could clearly name their companies' competitive advantages. The other 99.8 percent could offer only vague, imprecise generalities. These same CEOs often rely on outside consultants to guide strategic-planning sessions. Yet, in my experience, very few consultants – even seasoned ones – give competitive advantage evaluation more than a superficial glance…. "Ignoring your competitive advantages can be an expensive and even fatal mistake. Because no matter the size of your company or the kind of business you are in, your competitive advantages should be the foundation of all your strategic and operational decisions. They're the reasons customers choose to buy from you instead of the other guy." – From Creating Competitive Advantage A revolutionary approach to enhancing productivity, creating flow, and vastly increasing your ability to capture, remember, and benefit from the unprecedented amount of information all around us. For the first time in history, we have instantaneous access to the world's knowledge. There has never been a better time to learn, to contribute, and to improve ourselves. Yet, rather than feeling empowered, we are often left feeling overwhelmed by this constant influx of information. The very knowledge that was supposed to set us free has instead led to the paralyzing stress of believing we'll never know or remember enough. Now, this eye-opening and accessible guide shows how you can easily create your own personal system for knowledge management, otherwise known as a Second Brain. As a trusted and organized digital repository of your most valued ideas, notes, and creative work synced across all your devices and platforms, a Second Brain gives you the confidence to tackle your most important projects and ambitious goals. Discover the full potential of your ideas and translate what you know into more powerful, more meaningful improvements in your work and life by Building a Second Brain. INTERNATIONAL BESTSELLER • The happy secret to greater success and fulfillment in work and life—a must-read for everyone trying to flourish in a world of increasing stress

and negativity "Thoughtfully lays out the steps to increasing workplace positivity."—Forbes In the book that inspired one of the most popular TED Talks of all time, New York Times bestselling author Shawn Achor reveals how rewiring our brain for happiness helps us achieve more in our careers and our relationships and as students, leaders, and parents. Conventional wisdom holds that once we succeed, we'll be happy; that once we get that great job, win that next promotion, lose those five pounds, happiness will follow. But the science reveals this formula to be backward: Happiness fuels success, not the other way around. Research shows that happy employees are more productive, more creative, and better problem solvers than their unhappy peers. And positive people are significantly healthier and less stressed and enjoy deeper social interaction than the less positive people around them. Drawing on his original research—including one of the largest studies of happiness ever conducted—and work in boardrooms and classrooms across forty-two countries, Achor shows us how to rewire our brains for positivity and optimism to reap the happiness advantage in our lives, our careers, and even our health. His strategies include: • The Tetris Effect: how to retrain our brains to spot patterns of possibility so we can see and seize opportunities all around us • Social Investment: how to earn the dividends of a strong social support network • The Ripple Effect: how to spread positive change within our teams, companies, and families By turns fascinating, hopeful, and timely, The Happiness Advantage reveals how small shifts in our mind-set and habits can produce big gains at work, at home, and elsewhere. First released in the Spring of 1999, How People Learn has been expanded to show how the theories and insights from the original book can translate into actions and practice, now making a real connection between classroom activities and learning behavior. This edition includes far-reaching suggestions for research that could increase the impact that classroom teaching has on actual learning. Like the original edition, this book offers exciting new research about the mind and the brain that provides answers to a number of compelling questions. When do infants begin to learn? How do experts learn and how is this different from non-experts? What can teachers and schools do-with curricula, classroom settings, and teaching methods-- to help children learn most effectively? New evidence from many branches of science has significantly added to our understanding of what it means to know, from the neural processes that occur during learning to the influence of culture on what people see and absorb. How People Learn examines these findings and their implications for what we teach, how we teach it, and how we assess what our children learn. The book uses exemplary teaching to illustrate how approaches based on what we now know result in in-depth learning. This new knowledge calls into question concepts and practices firmly entrenched in our current education system. Topics include: How learning actually changes the physical structure of the brain. How existing knowledge affects what people notice and how they learn. What the thought processes of experts tell us

about how to teach. The amazing learning potential of infants. The relationship of classroom learning and everyday settings of community and workplace. Learning needs and opportunities for teachers. A realistic look at the role of technology in education. The Price Advantage by three preeminent experts at McKinsey & Company is the most pragmatic and insightful book on pricing available. Based on in-depth, first-hand experience with hundreds of companies, this book is designed to provide managers with comprehensive guidance through the maze of pricing issues. The authors demonstrate why pricing excellence is critical to corporate success and profitability, then explain state-of-the-art approaches to analyzing and improving your own pricing strategy for any product or service. Their advice is critical for readers who need to develop pricing strategies that work in both good economic times and bad. ** WINNER of BEST BUSINESS BOOK, International Book Awards ** Every purchased copy of the book includes access to the free downloadable Invisible Advantage Toolkit! The Invisible Advantage shows how any organization can create a culture of innovation--an environment that promotes freethinking, an entrepreneurial spirit, and sustainable value creation at all levels and across all functions. This book isn't just about the importance of an innovation culture, nor how to emulate the "innovation untouchables" like Google and Apple. It's a complete tool kit that anyone can use to uncover the unique, hidden drivers of innovation and then introduce fresh, intuitive approaches tailored to their organization's specific environment. To get the free Invisible Advantage Toolkit, email your receipt to toolkit@leapfrogging.com to get a download link that contains: 1. Free Video: Download the Culture as Competitive Advantage video to help make the business case for creating a culture of innovation. 2. Free Questionnaire: Get proprietary survey questions to assess your current culture of innovation. 3. Free Interview Guide: Get proven interview questions to engage key stakeholders in 1:1 discussions to assess culture and build momentum for change. 4. Free PDF Poster: Get a Large Format PDF Poster that you can print to help facilitate working sessions to design your own culture of innovation. 5. Free PowerPoint Template: Use the PowerPoint Template to define and communicate your current-state and future-state culture of innovation. The relative deprivation construct has been widely used in the social sciences to explain phenomena from experiencing psychosomatic stress to participating in urban riots. It is currently a valuable tool in research, being used especially to understand processes of social identity and responses to disadvantage by both disadvantaged minorities and privileged majorities. Originally published in 2001, this book assembles chapters by leading relative deprivation researchers in order to present comprehensive synthesis of knowledge. Featuring integrative theoretical and empirical work from social psychology, sociology, and psychology, the book provides a highly detailed reference work. It is relevant to researchers in intergroup relations, prejudice, racism, social identity, group processes, social comparison,

collective behavior, and social movements. The book will be of value to anyone with an interest in the topic and its practical application. Cutting through the hype, a practical guide to using artificial intelligence for business benefits and competitive advantage. In The AI Advantage, Thomas Davenport offers a guide to using artificial intelligence in business. He describes what technologies are available and how companies can use them for business benefits and competitive advantage. He cuts through the hype of the AI craze—remember when it seemed plausible that IBM's Watson could cure cancer?—to explain how businesses can put artificial intelligence to work now, in the real world. His key recommendation: don't go for the "moonshot" (curing cancer, or synthesizing all investment knowledge); look for the "low-hanging fruit" to make your company more efficient. Davenport explains that the business value AI offers is solid rather than sexy or splashy. AI will improve products and processes and make decisions better informed—important but largely invisible tasks. AI technologies won't replace human workers but augment their capabilities, with smart machines to work alongside smart people. AI can automate structured and repetitive work; provide extensive analysis of data through machine learning ("analytics on steroids"), and engage with customers and employees via chatbots and intelligent agents. Companies should experiment with these technologies and develop their own expertise. Davenport describes the major AI technologies and explains how they are being used, reports on the AI work done by large commercial enterprises like Amazon and Google, and outlines strategies and steps to becoming a cognitive corporation. This book provides an invaluable guide to the real-world future of business AI. A book in the Management on the Cutting Edge series, published in cooperation with MIT Sloan Management Review. Research Shows Organizations That Focus on Employee Experience Far Outperform Those That Don't Recently a new type of organization has emerged, one that focuses on employee experiences as a way to drive innovation, increase customer satisfaction, find and hire the best people, make work more engaging, and improve overall performance. The Employee Experience Advantage is the first book of its kind to tackle this emerging topic that is becoming the #1 priority for business leaders around the world. Although everyone talks about employee experience nobody has really been able to explain concretely what it is and how to go about designing for it...until now. How can organizations truly create a place where employees want to show up to work versus need to show up to work? For decades the business world has focused on measuring employee engagement meanwhile global engagement scores remain at an all time low despite all the surveys and institutes that been springing up tackle this problem. Clearly something is not working. Employee engagement has become the short-term adrenaline shot that organizations turn to when they need to increase their engagement scores. Instead, we have to focus on designing employee experiences which is the long term organizational design that leads to engaged

employees. This is the only long-term solution. Organizations have been stuck focusing on the cause instead of the effect. The cause is employee experience; the effect is an engaged workforce. Backed by an extensive research project that looked at over 150 studies and articles, featured extensive interviews with over 150 executives, and analyzed over 250 global organizations, this book clearly breaks down the three environments that make up every single employee experience at every organization around the world and how to design for them. These are the cultural, technological, and physical environments. This book explores the attributes that organizations need to focus on in each one of these environments to create COOL spaces, ACE technology, and a CELEBRATED culture. Featuring exclusive case studies, unique frameworks, and never before seen research, The Employee Experience Advantage guides readers on a journey of creating a place where people actually want to show up to work. Readers will learn: The trends shaping employee experience How to evaluate their own employee experience using the Employee Experience Score What the world's leading organizations are doing around employee experience How to design for technology, culture, and physical spaces The role people analytics place in employee experience Frameworks for how to actually create employee experiences The role of the gig economy The future of employee experience Nine types of organizations that focus on employee experience And much more! There is no question that engaged employees perform better, aspire higher, and achieve more, but you can't create employee engagement without designing employee experiences first. It's time to rethink your strategy and implement a real-world framework that focuses on how to create an organization where people want to show up to work. The Employee Experience Advantage shows you how to do just that. Solve business problems, uncover new opportunities, and ignite innovation using the newest collaborative technologies The Collaborative Organization gives you a strategic approach to building, implementing, and using social and collaborative technologies—such as those created by Jive and Yammer—to create innovative products, solve business problems, and create new processes that will foster lasting success and growth. Jacob Morgan is the principal and cofounder of Chess Media Group, which helps organizations understand how to use social and collaborative tools to solve business problems. Using novel methodological approaches and new data, The Bilingual Advantage draws together researchers from education, economics, sociology, anthropology and linguistics to examine the economic and employment benefits of bilingualism in the US labor market, countering past research that shows no such benefits exist. If you are in charge of the user experience, development, or strategy for a web site, A Web for Everyone will help you make your site accessible without sacrificing design or innovation. Rooted in universal design principles, this book provides solutions: practical advice and examples of how to create sites that everyone can use. Culture Your Culture is the comprehensive guide

to Design of Work Experience, an innovative (and much needed) framework for the design and implementation of culture, people strategies, organizational change, and designed experiences that enable both business and people thrive. In a world adapting to continuous change and disruption, delivering a great employee experience is vital. How can organizations create an experience that enables their people to thrive; an experience that unlocks productivity and creates competitive advantage? Employee Experience by Design is a practical guide for HR professionals, business leaders and anyone needing to create an employee experience that empowers people to perform at their best. By setting out simple steps that any team or organization can follow, it demystifies EX, and shows how to design an exceptional experience for employees. Drawing on positive psychology, the book demonstrates what a good workplace experience means for people. A world away from perks and benefits, the authors show how to discover what really drives an excellent EX. They then walk through a user-friendly framework covering all levels of EX, from organizational culture to people processes and everyday behaviours. Employee Experience by Design shows how to build a robust business case for employee experience and align EX activity with organizational strategy to demonstrate impact. Readers will also learn how to measure EX and demonstrate return on investment. Packed with clear and practical tips, tools, and examples from organizations including ING, Expedia Group and ADEO, this book is essential reading for anyone looking to develop a happy, productive, high-performing environment in which people can excel. From the global automation leaders at Accenture—the first-ever comprehensive blueprint for how to use and scale AI-powered intelligent automation in the enterprise to gain competitive advantage through faster speed to market, improved product quality, higher efficiency, and an elevated customer experience. Many companies were already implementing limited levels of automation when the pandemic hit. But the need to rapidly change business processes and how organizations work resulted in the compression of a decade's worth of digital transformation into a matter of months. Technology suddenly became the essential element for rapid organizational change and the creation of 360-degree value benefiting all stakeholders. Businesses are faced with the imperative to embrace that change or risk being left behind. In The Automation Advantage, global enterprise technology and automation veterans Bhaskar Ghosh, Rajendra Prasad, and Gayathri Pallail give business leaders and managers the action plan they need to execute a strategic agenda that enables them to quickly and confidently scale their automation and AI initiatives. This practical and highly accessible implementation guide answers leaders' burning questions, such as: How do I identify and prioritize automation opportunities? How do I assess my legacy systems and data issues? How do I derive full value out of my technology investments and automation efforts? How can I inspire my employees to embrace change and the new opportunities presented by automation? The

Automation Advantage goes beyond optimizing process to using AI to transform almost any business activity in any industry to make it faster, more streamlined, cost efficient, and customer-focused—vastly improving overall productivity and performance. Featuring case studies of successful automation solutions, this indispensable road map includes guiding principles for technology, governance, culture, and leadership change. It offers a human-centric approach to AI and automation that leads to sustainable transformation and measurable business results. This text seeks to raise the curtain on competitive pricing strategies and asserts that businesses often miss their best opportunity for providing consumers with what they want - an experience. It presents a strategy for companies to script and stage the experiences provided by their products. In the United States, some populations suffer from far greater disparities in health than others. Those disparities are caused not only by fundamental differences in health status across segments of the population, but also because of inequities in factors that impact health status, so-called determinants of health. Only part of an individual's health status depends on his or her behavior and choice; community-wide problems like poverty, unemployment, poor education, inadequate housing, poor public transportation, interpersonal violence, and decaying neighborhoods also contribute to health inequities, as well as the historic and ongoing interplay of structures, policies, and norms that shape lives. When these factors are not optimal in a community, it does not mean they are intractable: such inequities can be mitigated by social policies that can shape health in powerful ways. Communities in Action: Pathways to Health Equity seeks to delineate the causes of and the solutions to health inequities in the United States. This report focuses on what communities can do to promote health equity, what actions are needed by the many and varied stakeholders that are part of communities or support them, as well as the root causes and structural barriers that need to be overcome. The winner of the UK's Business Book of the Year Award for 2021, this is a groundbreaking exposé of the myths behind startup success and a blueprint for harnessing the things that really matter. What is the difference between a startup that makes it, and one that crashes and burns? Behind every story of success is an unfair advantage. But an Unfair Advantage is not just about your parents' wealth or who you know: anyone can have one. An Unfair Advantage is the element that gives you an edge over your competition. This groundbreaking book shows how to identify your own Unfair Advantages and apply them to any project. Drawing on over two decades of hands-on experience, Ash Ali and Hasan Kubba offer a unique framework for assessing your external circumstances in addition to your internal strengths. Hard work and grit aren't enough, so they explore the importance of money, intelligence, location, education, expertise, status, and luck in the journey to success. From starting your company, to gaining traction, raising funds, and growth hacking, The Unfair Advantage helps you look at yourself and find the ingredients you didn't realize you already had,

to succeed in the cut-throat world of business. Learn to unlock the potential of your employees and colleagues with this definitive resource for people management People Strategy: How to Invest in People and Make Culture Your Competitive Advantage provides readers with a powerful framework in which to develop high-performing teams, increase employee motivation, and use data to build an inviting and effective company culture. Author Jack Altman, cofounder and CEO of Lattice, an award-winning HR and performance management platform, shows you how to: Establish the values that will form the bedrock of your organization Develop feedback processes that help employees feel heard, supported, and equipped to succeed Monitor the breadth and depth of employee engagement in your company Use the data and insights created by your People Strategy to drive business results Perfect for executives, managers, and human resource professionals, People Strategy also belongs on the bookshelves of anyone with even an interest in how to develop, nurture, and unlock the potential of their employees and colleagues. "I'm not ready for college yet..." Those words need not cause panic and fear for parents. Taking time off before or during college is no longer the road less traveled for many students in the United States. A gap year offers students the opportunity to gain focus and discipline, learn to set realistic goals, get real-world experience, and ultimately get the most out of a college educaiton. A complete resource, The Gap-Year Advantage provides parents with all the advice, tips, and information they need to help students develop and implement a gap-year strategy. With answers to commonly asked questions such as "What do colleges think of gap years?" and "Can I be certain my cheld will go or return to college after taking time off?," education experts and gap-year parents Karl Haigler and Rae Nelson also offer guidance on researching program options, creating a gap-year time-line that complements the college-application process, communicating with students about their goals, and handling logistics such as travel, health insurance, and money. With anecdotes from students and parents across the country who have taken gap years, this valuable guide also provides extensive information on program options in the United States and abroad that include volunteering, travel, interning, and specialized study. Design exceptional employee experience (EX) in your organization to improve motivation, engagement and productivity and drive both employee and overall business performance. Throughout the history of business employees had to adapt to managers and managers had to adapt to organizations. In the future this is reversed with managers and organizations adapting to employees. This means that in order to succeed and thrive organizations must rethink and challenge everything they know about work. The demographics of employees are changing and so are employee expectations, values, attitudes, and styles of working. Conventional management models must be replaced with leadership approaches adapted to the future employee. Organizations must also rethink their traditional structure, how they empower employees, and what they need to do to

remain competitive in a rapidly changing world. This is a book about how employees of the future will work, how managers will lead, and what organizations of the future will look like. The Future of Work will help you: Stay ahead of the competition Create better leaders Tap into the freelancer economy Attract and retain top talent Rethink management Structure effective teams Embrace flexible work environments Adapt to the changing workforce Build the organization of the future And more The book features uncommon examples and easy to understand concepts which will challenge and inspire you to work differently. There is a competitive advantage out there, arguably more powerful than any other. Is it superior strategy? Faster innovation? Smarter employees? No, New York Times best-selling author, Patrick Lencioni, argues that the seminal difference between successful companies and mediocre ones has little to do with what they know and how smart they are and more to do with how healthy they are. In this book, Lencioni brings together his vast experience and many of the themes cultivated in his other best-selling books and delivers a first: a cohesive and comprehensive exploration of the unique advantage organizational health provides. Simply put, an organization is healthy when it is whole, consistent and complete, when its management, operations and culture are unified. Healthy organizations outperform their counterparts, are free of politics and confusion and provide an environment where star performers never want to leave. Lencioni's first non-fiction book provides leaders with a groundbreaking, approachable model for achieving organizational health—complete with stories, tips and anecdotes from his experiences consulting to some of the nation's leading organizations. In this age of informational ubiquity and nano-second change, it is no longer enough to build a competitive advantage based on intelligence alone. The Advantage provides a foundational construct for conducting business in a new way—one that maximizes human potential and aligns the organization around a common set of principles.

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