



Suggested Reading List



Creating Customer Evangelists by Ben McConnell and Jackie Huba. Chicago, Illinois: Dearborn Trade Publishing, 2003.

When customers are truly thrilled about their experience with your product or service, they become outspoken "evangelists" for your company. Savvy marketing professionals are discovering that this group of satisfied believers can be converted into a potent marketing tool to grow their customer universe.

Authors Ben McConnell and Jackie Huba know how to take your company's best customers and build them into influential, loyal, and enthusiastic evangelists. In *Creating Customer Evangelists*, you will learn how to develop evangelism marketing strategies and programs that will create communities of influencers who can drive sales for your company.



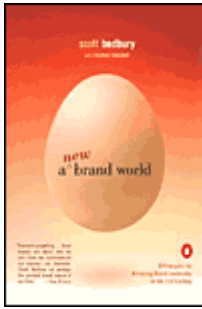
Good To Great: Why Some Companies Make the Leap... and Others Don't by Jim Collins. New York, New York: HarperCollins Publishers, 2001.

Based on an extensive five-year study conducted by Collins and a research team he affectionately refers to as "the Chimps," *Good to Great* defines and analyzes the practices that allowed eleven companies to make the rare transition from solid to outstanding performance. One of the first surprises of the book is the list of companies Collins focuses on: Circuit City, Gillette, Walgreens, and Wells Fargo haven't been touted as top performers in the way that GE or Coca-Cola, for instance, have. Nonetheless, the companies chosen have all met the rigorous criteria that Collins developed to measure the good-to-great transition. Some of the other revelations in the book concern the lack of correlation between executive compensation and corporate performance; the fact that technology did not in itself engender corporate transformation; and the scant attention that these upward-trending companies paid to such issues as managing change or motivating people.



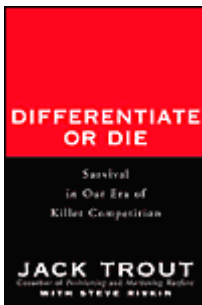
Purple Cow: Transform Your Business By Being Remarkable by Seth Godin (author of "Permission Marketing" and "The Idea Virus"). New York, New York: Portfolio, 2003.

The world is changing ever more rapidly, and the rules of marketing are no different. The old ways, run-of-the-mill TV commercials, ads in the Wall Street Journal and so on don't work like they used to, because such messages are so plentiful that consumers have tuned them out. This means you have to toss out everything you know and do something "remarkable" (the way a purple cow in a field of Guernseys would be remarkable) to have any effect at all. In *Purple Cow*, Seth Godin cites companies like HBO, Starbucks and JetBlue, all of which created new ways of doing old businesses and saw their brands sizzle as a result.



A New Brand World: Eight Principles for Achieving Brand Leadership in the 21st Century by Scott Bedbury and Stephen Fenichell. New York, New York: Penguin, 2003.

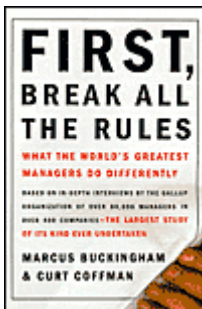
What does it really take to succeed in business today? In *A New Brand World*, Scott Bedbury, who helped make Nike and Starbucks two of the most successful brands of recent years, explains this often mysterious process by setting out the principles that helped these companies become leaders in their respective industries. With illuminating anecdotes from his own in-the-trenches experiences and dozens of case studies of other winning-and failed-branding efforts (including Harley-Davidson, Guinness, The Gap, and Disney), Bedbury offers practical, battle-tested advice for keeping any business at the top of its game.



Differentiate or Die: Survival In Our Era of Killer Competition by Jack Trout and Steve Rivkin. New York, New York: Wiley, John & Sons, Inc., 2001.

In *Differentiate or Die*, bestselling author Jack Trout doesn't beat around the bush. He takes marketers to task for taking the easy route too often, employing high tech razzle dazzle and sleight of hand when they should be working to discover and market their product's uniquely valuable qualities. He examines successful differentiation initiatives - from giants like Dell Computer, Southwest Airlines, and Wal-Mart to smaller success stories like Streit's Matzoh and Connecticut's tiny

Trinity College - to determine why some marketers succeed at differentiating themselves while others struggle and fail. More than just a collection of marketing success stories, *Differentiate or Die* is an in-depth exploration of today's most successful differentiation strategies. It explains what these strategies are, where and when they should be applied, and how they can help you carve out your own image in a crowded marketplace.



First Break All the Rules: What the World's Greatest Managers Do Differently by Marcus Buckingham and Curt Coffman. New York, New York: Simon & Schuster, 1999.

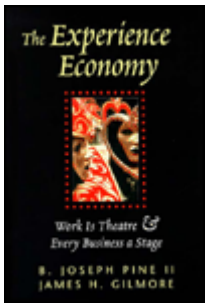
Marcus Buckingham and Curt Coffman of the Gallup Organization present the remarkable findings that the greatest managers in the world seem to have little in common. They differ in sex, age, and race. They employ vastly different styles and focus on different goals. Yet despite their differences, great managers share one common trait: they do not hesitate to break virtually every rule held sacred by conventional wisdom. They do not believe that, with enough training, a person can achieve anything he sets his mind to. They do not try to help people overcome their weaknesses. They consistently disregard the golden rule. And, yes, they even play favorites. This amazing book explains why.

There are vital performance and career lessons here for managers at every level, and, best of all, the book shows you how to apply them to your own situation.



Unstuck: A Tool for Yourself, Your Team and Your World by Keith Yamashita and Sandra Spataro. New York, New York: Portfolio, 2004.

Getting stuck is an integral part of business because the most ambitious and rewarding work is often the hardest to undertake. The challenge is knowing how to get unstuck. In this dynamic and pragmatic handbook, Keith Yamashita and Sandra Spataro share the insights, methods, stories, and best practices of the extraordinary leaders they have worked with at business giants such as IBM, Sony, Disney, HP, and Nike. *Unstuck* is a book for anyone who wants to get themselves or their team motivated and moving in the time it takes to fly from New York to D.C. Designed to be flipped through, read in chunks, and returned to again and again, *Unstuck* is an innovation in business literature.



The Experience Economy: Work Is Theater and Every Business a Stage by B. Joseph Pine, James H. Gilmore, B. J. Pine. Boston, MA: Harvard Business School Publishing, 1999.

With *The Experience Economy*, Pine & Gilmore explore how successful companies — using goods as props and services as the stage — create experiences that engage customers in an inherently personal way. Why does a cup of coffee cost more at a trendy cafe than it does at the corner diner or when brewed at home? It's the value that the experience holds for the individual that determines the worth of the offering and the work of the business. From online communities to airport parking, the authors draw from a rich and varied mix of examples that showcase businesses in the midst of creating engaging experiences for both consumers and corporate customers. Experiences are the foundation for future economic growth, and *The Experience Economy* is the playbook from which managers can begin to direct new performances.



Built to Last: Successful Habits of Visionary Companies by James C. Collins and Jerry I. Porras. New York, New York: HarperCollins Publishers, 2002.

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



Customer Intimacy: Pick Your Partners, Shape Your Culture, Win Together by Fred Wiersema. Encino, California: Spurge ink! 1998.

Customer Intimacy reveals why the most successful businesses are those that build close win-win relationships with their customers - not just strong working relationships, not just good business relationships, but customer-intimate relationships. Customer-intimate companies earn their customers' confidence and parlay that confidence into new ways to further productivity and create greater levels of success. As suppliers and customers learn to work together building confidence as they grow, the line of distinction between them grows blurry, as if the two were different aspects of a single organization, jointly pursuing mutual success.