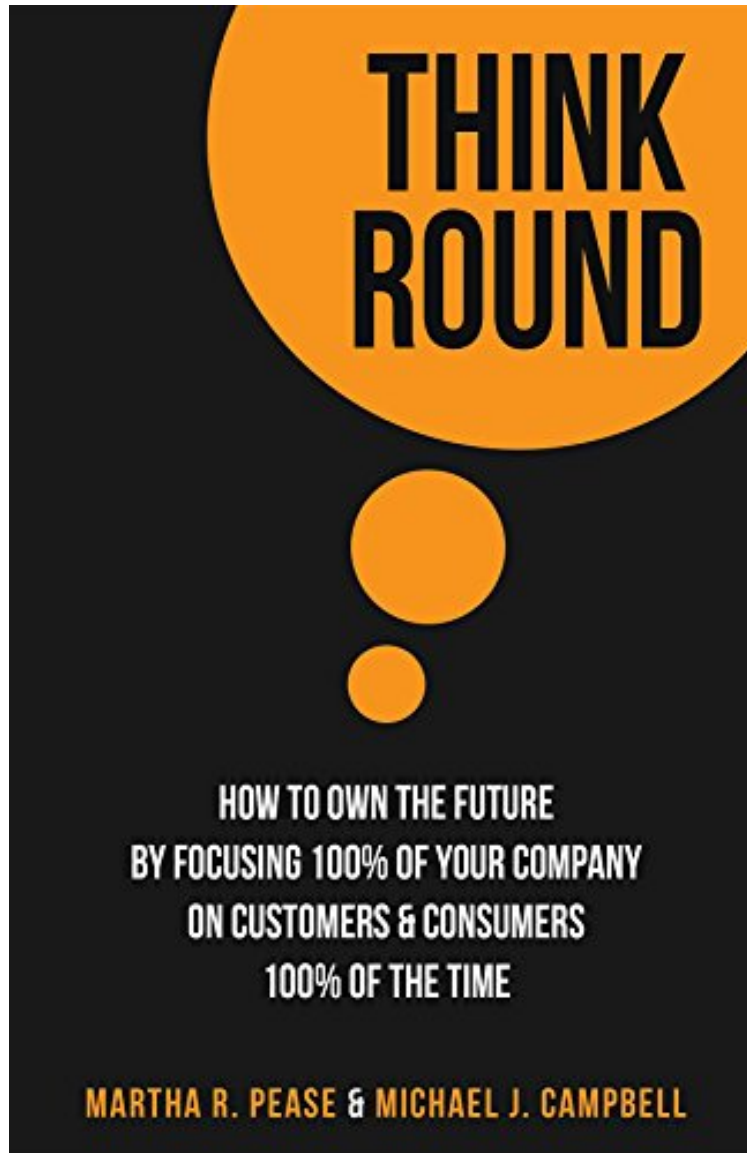


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Think Round: How To Own The Future By Focusing 100% Of Your Company On Customers Consumers 100% Of The Time

Martha R. Pease, Michael J. Campbell
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Martha R. Pease, Michael J. Campbell : Think Round: How To Own The Future By Focusing 100% Of Your Company On Customers Consumers 100% Of The Time before purchasing it in order to gage whether or not it would be worth my time, and all praised Think Round: How To Own The Future By Focusing 100% Of Your Company On Customers Consumers 100% Of The Time:

0 of 0 people found the following review helpful. This is a good read if you're trying to learn how to improve ...By OceanWavePeople often say that business and personal life shouldn't mix, and while they may be right, there is a gray area somewhere in there. This book expresses that emotion should be involved in business, and we shouldn't be cold hearted just because there is money involved. This is a good read if you're trying to learn how to improve your sales, or just want to look at the business aspect of things a little bit differently. At the end of the day, your customers are really important, and people have feelings, regardless if they choose to show them openly. Most businesses fail to consider their customers, and that makes all the difference. Think Round explains strategies to use that can help you yield better results. You can only learn so much about business in class, some sales strategies must be comprised of good and caring business relations. 0 of 0 people found the following review helpful. Get Off the Marketing Merry-Go-Round By ebienic Are you struggling in your business but can't quite put your finger on what is causing the stagnation? I know that one of the keys to not just marketing but client satisfaction is constant reevaluation of your company while looking through the eyes of your clients or customers. Think Round, authored by two marketers with decades of experience, will give you the tools you need to do just that. I love how they put the emphasis on research from the POV of your clients/customers, and give you real world examples of how to do just that. As someone who manages a small business I think this book is invaluable to those who have to take on the task of doing just about everything themselves. I'm very glad I picked up this book and heartily recommend it to anyone looking for a fresh view on their business marketing. 0 of 0 people found the following review helpful. I found all of the things that my company was doing wrong and it made perfect sense as to why we were faltering in certain ...By Jessie This book knows who its audience is and it caters to that audience, and I think that is very important. As I read this, I found all of the things that my company was doing wrong and it made perfect sense as to why we were faltering in certain areas. It goes over how important it is to focus on the consumers and not just put all of your energy into even just your products. You may make a top of the line product with all of these cool features and gadgets, but who are your customers? Do they want that? Can they use it easily? It's all about the consumer, ALL OF THE TIME. I would recommend anyone who is thinking of running a company, or who is currently in a leadership position or anyone who aspires to be so should read this and really take it to heart.

Think Round shows that the key to propelling a business to its full potential and highest heights is not balance sheet engineering, acquisition acumen, organic reinvention, adroit board management or stunning quarterly earnings results. Mastery of those mechanics is the cost of entry not the accelerator to success. The key to winning really big, and staying at the top of the business game is empathy: the capacity to recognize and respond to emotions and aspirations experienced by your customers and consumers. The challenge for CEOs is how to scale empathy to the enterprise level so it can be a sustainable advantage in creating long-term value. Think Round is the guide to just that: a proven approach to owning the future by having 100% of your company focused on your consumer 100% of the time. Peppered with invaluable real-world anecdotes and examples culled from the impressive careers of Martha Pease and Michael Campbell, who have helped companies like Apple, IBM, FedEx, Pepsi, Pizza Hut, Visa, Domino's, Neutrogena, and Unilever etch their names in the halls of business greats, Think Round is your guide to a better, brighter executable and ultimately, revelatory way of life for your organization.

nbsp;"Think Round will challenge you to question if you are maximizing the value of your company by ensuring all departments are contributing their part to building and marketing your products and services."