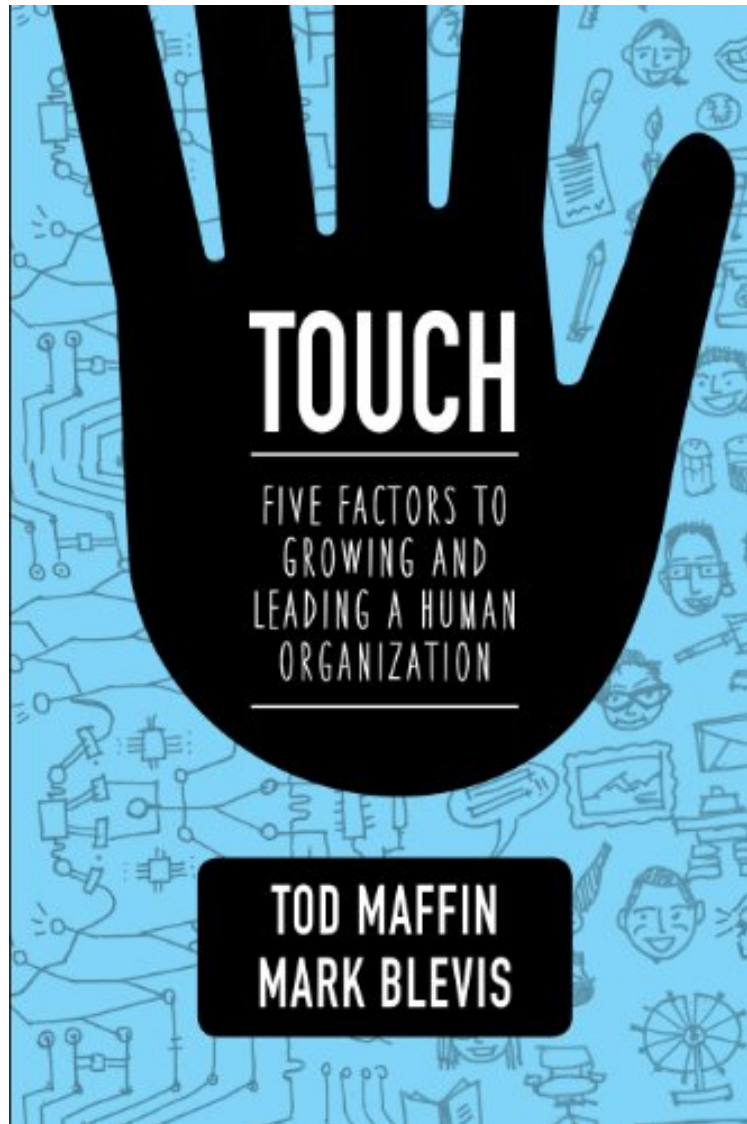


(Mobile book) Touch: Five Factors to Growing and Leading a Human Organization

Touch: Five Factors to Growing and Leading a Human Organization

Tod Maffin, Mark Blevis

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Tod Maffin, Mark Blevis : Touch: Five Factors to Growing and Leading a Human Organization before purchasing it in order to gauge whether or not it would be worth my time, and all praised Touch: Five Factors to Growing and Leading a Human Organization:

0 of 0 people found the following review helpful. BullseyeBy DarrenIngram_dot_com Something about this book — exactly what is unclear — just didn't gel with this reviewer at first glance. In a typical bookshop browse that would have meant the book would have been replaced and the next one selected for consideration. That

would have been a mistake. With a modicum of perseverance these initial problems soon disappeared and one cannot really recall what led to that initial thought. With this book you get a fairly humorous, focussed, detailed, cynical and truthful look at many businesses today. They might talk a good game, they might even have great products and services but one of their most important assets ndash; their staff and how they interact with the customers ndash; are not always being allowed to truly shine. A book like this might figuratively open your eyes and have you looking at your own business operations AND especially those of your competitors and suppliers in a totally different way. You will want to effect change, especially before anyone else does. Many elements of modern-day business are trapped on the equivalent of a hamster wheel, a slave to the machine, believers in bulls*** and bravado wrapped around technology. Have we truly forgotten our customers and that they are human? Can we reclaim lost ground and show we care. Actions speak louder than words. If you invest time in this book you will surely look at things differently. Little hints here, dirty great big suggestions there, plus case studies and examples thrown in for good measure. Is the jigsaw puzzle starting to solve itself? The book's authors propose a series of solutions, although the implementation is down to you. They make a compelling series of arguments that seem hard to dispute, even if it might prick one's pride along the way and who wants to admit that they might have been suckered in by a seductive technology or latest trend? Together we can rebel against the machine and have it working for us, not against us. Are you ready to join the fight? For less than a cost of a lunch you could get a lifetime of new thoughts for you AND your company.

1 of 1 people found the following review helpful. h2h asap

By David Wineberg

Decades and decades of these marketing optimization books, and still, the marketplace is filled with arrogant, obnoxious customer service, impenetrable access for customers, dense customer service policies, and less and less human intervention every day. Touch takes on that last factor as the lynchpin to fixing it all. Along the way, we travel through the same old shopping list of do's and don'ts that marketers and CEOs should be shot for not knowing: -What's the difference between good customer service and great customer service? Good service is wholly unacceptable. -Don't sell the product, sell the dream. -Don't push the features, display the benefits. -Technology is only as good as the people deploying and operating it. -Offer prospects the path of least resistance. -Provide value, don't just tout yourself. The most useful chapter is on social media, in which the authors give concrete examples of dustups they have defused, and the tactics to do so yourself. Most of the book is a primer on handling issues by using your people in place of software, and how social media melts at the human touch (a real name, a face, conversational language). There's a chapter on HR where Maffin and Blevis offer advice in hiring. If the CEO and CMO are so out of touch to begin with, no amount of HR advice is going to change that firm. They give lots of examples of wonderful firms doing things so innovatively. Unfortunately most people are stuck in dead end jobs at dead end firms. But at least the examples are not the same old tired ones. They are new, and largely Canadian firms trying to do better. Maffin and Blevis love acronyms. They glory in consultantspeak: ROWE (results only work environment) ATNA (all talk, no action) TOUCH (technology, outcomes, uniqueness, clarity, humanity). It cheapens the message. They try to sum up every chapter with five takeaways - the fingers of one hand, you see. Cheapens the message. The basic thought is a good one - be human, use humans, and differentiate yourself as human. That's an important message. David Wineberg

For better or worse, digital business has fundamentally changed how organizations hire, market their services, and connect with stakeholders. The problem is, in an effort to use technology to connect more effectively, we have lost the humanity ndash; that critical person-to-person connection. This book will show you how to restore that connection.

"It's time to bring that human touch back to business. This book lays out the perfect blueprint. Want to be more human? Start with TOUCH."