



Loyalty Rules: How Today's Leaders Build Lasting Relationships (Paperback)

By Frederick F. Reichheld

Harvard Business Review Press, United States, 2003. Paperback. Condition: New. Language: English . Brand New Book. In this provocative yet practical book, Fred Reichheld argues that loyalty provides the acid test for leadership in today's volatile business environment, and that most leaders deserve failing grades. In fact, the author is quick to highlight that less than half of today's employees believe their company deserves their loyalty. Reichheld's 1996 international bestseller, *The Loyalty Effect*, set out his theory and convincingly established the link between loyalty and bottom-line profits. In *Loyalty Rules!*, he moves from theory to practice, using vivid stories from many of today's most successful companies to illustrate how superior leaders create networks of mutually beneficial, trust-inspiring partnerships between customers, employees, suppliers, and investors. Reichheld's research demonstrates that effective leaders build relationships upon six bedrock principles of loyalty: Play to win/win: profiting at the expense of partners is a short cut to a dead end; Be picky: membership is a privilege; Keep it simple: complexity is the enemy of speed and flexibility; Reward the right results: worthy partners deserve worthy goals; Listen hard and talk straight: long-term relationships require honest, two-way communication and learning; and...

DOWNLOAD



READ ONLINE

[4.66 MB]

Reviews

Undoubtedly, this is actually the very best job by any writer. It is loaded with wisdom and knowledge You will not really feel monotony at anytime of your respective time (that's what catalogs are for concerning when you check with me).

-- Prof. Lawson Stokes IV

It in one of my personal favorite publication. Indeed, it is actually perform, still an amazing and interesting literature. Its been printed in an exceptionally easy way which is merely soon after i finished reading this book where really altered me, change the way i believe.

-- Neal Homenick IV

Related eBooks



Genuine] kindergarten curriculum theory and practice(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2011-07 Publisher: East China Normal University Press Introduction Jiaxiang. Huang Jin. Li Zhao Cun. Zhang Jie. written by...



Read Write Inc. Phonics: Yellow Set 5 Storybook 7 Do We Have to Keep it?

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 211 x 101 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read Write Inc. Set 1 and 2 sounds....



Weebies Family Halloween Night English Language: English Language British Full Colour

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Children s Weebies Family Halloween Night Book 20 starts to teach Pre-School and Junior Children how to read with this...



The Next Seven Years: A Guide to Help Kids Be Non-Buzzkill, Unicorn Riding, Stand Up Christian Teens.

Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Ready to have The Talk with your soon-to-be Teenager? No, of course not. None of us are really ready for...



Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook

Createspace, United States, 2010. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.From a certified teacher and founder of an online tutoring website-a simple and effective guide for parents and students to...



Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to expand and inspire young minds; this is...