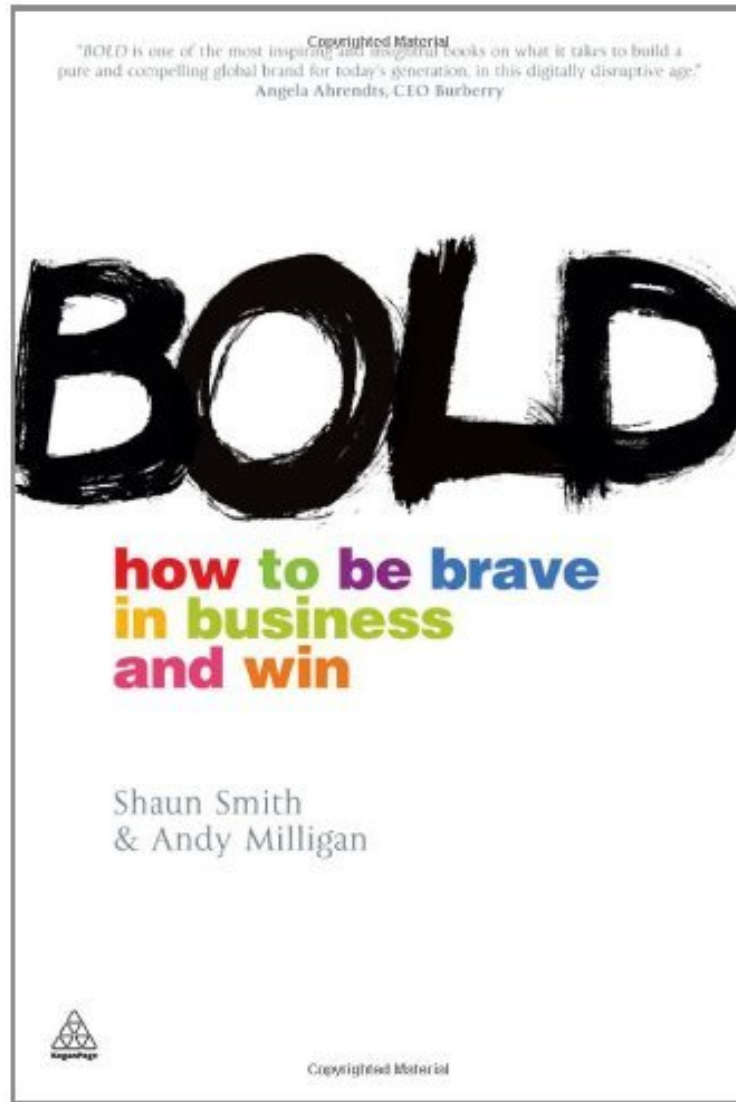


(Ebook pdf) Bold: How to be Brave in Business and Win

Bold: How to be Brave in Business and Win

Shaun Smith, Andy Milligan

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Shaun Smith, Andy Milligan : Bold: How to be Brave in Business and Win before purchasing it in order to gage whether or not it would be worth my time, and all praised Bold: How to be Brave in Business and Win:

0 of 0 people found the following review helpful. Bold companies maximising the power of social networksBy Claudio Toyama* Full disclaimer - I have worked with Shaun for over 7 years as a consultant and can attest to the high quality of his work both as an author as well as world class thought leader in Leadership and Customer Experience*This book is designed for the digital age and talks about how the brands featured are using the power of digital marketing and social media to their advantage by providing an outstanding customer experience, that in turn translates to positive word of mouth and organic growth.The app for the iPad is a differentiator for the book in that it

allows the reader to compare their own organisation with the bold brands and see where they are doing well and where they could improve. Another strong point in this book is that, unlike many management books that focus solely on European or American companies, this book brings to life examples from around the world, from Asia, to Latin America, to North America and Europe, making it truly global. I highly recommend anyone to read it and to start implementing the lessons learned as soon as possible.

0 of 0 people found the following review helpful. A Global Business Bible By Anne De Santis BOLD is a fascinating read. The case studies will expand your thinking about "how to succeed in business with all really trying." It delves into a diverse group of businesses and brands, outlining their ongoing journeys. They are pioneers. They are worth your time. BOLD is a prism into business. Brainstorming, execution, sustainability - it is all here. Who is seeking constructive feedback from invested parties? How are they creating product, marketing, and events to make it happen? The answers and more importantly, the questions, are delivered in a clear, exciting layout that connects to digital media with links and references. BOLD is for you. Whether you are a university student, a local business owner, a CEO or a field employee delivering the customer experience, BOLD will have you thinking differently. We have all heard of thinking outside of the box. BOLD will challenge you to think outside of the pyramid, hexagon, and sphere. BOLD is passion.

0 of 0 people found the following review helpful. Great companies but too cliché management book writing By Max Bergman It's a book full of impressive companies but it's written just like any other management book. It could've been narrated so much more interesting. When you read this book it feels you've already read it 100 times before.

More than ever before business success depends on standing out from the crowd and delivering authentic experiences that turn your customers into advocates for your business. BOLD tells the stories of 14 companies that prove that brand building is now about completely rethinking the customer experience and redefining the relationship you have with your customers. Each inspiring story is told by the executives involved who were brave enough to pursue audacious goals, challenge industry norms and win. Winner of the E-book category of the CMI Management Book of the Year Awards (2011/12), BOLD puts the spotlight on Virgin Galactic, Innocent, O2, Air Asia X, Chilli Beans, Six Senses Resorts and Spas, Burberry, BBH, The Geek Squad, TNT Express, JCB, WWF, Umpqua Bank and Zappos.com. These inspiring case studies demonstrate that putting purpose before profit, going way beyond what customers expect and relentlessly differentiating themselves from everyone else - in other words, being bold in thought, bold in execution and bold in measuring their success in new ways - pays off.

"The best way to create a WOW experience for customers is to first create a WOW experience for employees. This book can inspire both." - Tony Hsieh, CEO of Zappos.com and author of Delivering Happiness

"Smith and Milligan have written a masterful blueprint for success using a combination of courageous examples coupled with powerful insights. A must read." - Chip R. Bell, co-author of Take Their Breath Away

"This book sets a new direction for customer experience. The brands featured are thinking big about changing the landscape of their industries by creating dramatically different customer experiences." - Bernd Schmitt, CEO of The EX Group and author of Customer Experience Management (2003) and Big Think Strategy (2007)

"When it comes to writing an interesting business book, it's hard to go wrong with compelling case studies. BOLD makes the most of this approach. Experts on brands and customer experience, the authors have selected fourteen companies that are "bold" in different ways, but all "have an unshakeable belief in what they stand for and let their actions follow their beliefs," write Smith and Milligan. ...The companies themselves run the gamut from large to small and from recognizable to obscure, making the book all the more interesting. ...Smith and Milligan have taken an even bolder step by creating a BOLD iPad application that allows users to interactively compare their companies to bold brands. The book is further enhanced by an engaging website. Smith and Milligan have put together an intriguing package that celebrates companies that are succeeding by being brave and different. Their book is brave and different, too, and one every business reader will find of great interest." - ForeWord Book s

"BOLD: How to Be Brave in Business and Win is about 14 businesses brave enough to challenge industry norms, that operate ethically and go beyond what customers expect. Interviews with key executives of these companies offer insights on each brand's story and shows how the brands share traits that make them unique. The founders discuss growth and growing a small business and provide a wealth of tips key to any business seeking to grow a superior product." - Midwest Book

From the Author