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How Excellent Companies Avoid Dumb Things is an excellent book! Smith & O'Connell discuss the eight barriers that prevent companies from executing good ideas and improving performance. These eight barriers include: avoiding controversy, poor use of time, reluctance to change, organizational silos, management blockers, incorrect information and bad assumptions, size matters, and existing processes.

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The key to avoiding the dumb things, to breaking down the barriers, seems straightforward enough: consensus. Smith believes consensus about specific ideas is the both the glue and the grease that keeps the business moving forward positively and ensure full implementation of ideas for change.

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-Author, "How Excellent Companies Avoid Dumb Things", Neil Smith. When people believe an existing process works very well (here, the process in question was risk management) it is very difficult ...

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“ This exciting book, How Excellent Companies Avoid Dumb Things, provides an in-depth look at the structural and behavioral barriers that keep organizations from outstanding performance, and offers a clear set of principles to get on track. Neil Smith's brilliant insights into removing these barriers and empowering employees to produce creative ideas are a must-read for managers everywhere. ”

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Companies make headline news all the time for decisions that make many of us scratch our heads in wonder, even companies that are smart and successful. Here, Neil Smith, with more than 20 years of experience leading large-scale performance improvements, reveals the hidden barriers that cause excellent companies to do dumb things, and smart people within companies to act in dumb ways.

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Every day, seemingly intelligent and successful companies make headline news for poor decisions that can cause their business to stumble and make many of us scratch our heads in wonder. Why would such

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Can a successful business make "that" strategic decision? Neil Smith, with more than 20 years of experience leading large-scale performance improvements, reveals the hidden barriers that limit excellent companies from reaching their potential, and cause even the smartest managers and leaders to falter. During his experience transforming some of the top global businesses, Smith has identified 8 barriers that exist in every organization and prevent them from implementing literally thousands of ideas to improve the way they work: Avoiding Controversy Poor Use of Time Reluctance to Change Organizational Silos Management Blockers Incorrect Information and Bad Assumptions Size Matters Existing Processes Rich with anecdotes and case studies, Smith identifies the ways in which each of these barriers interrupts your own business. He then outlines a fast and proven process in which 12 principles of business transformation can break down the processes that hold companies back. What Smith offers his readers is the same thing he offers every day to the major companies he works with, A PROMISE that by following his insights, the company will be able to increase communication, simplicity, and profit to levels never before attainable. Throughout the book, Dr. Richard Levak has contributed personality and organizational insights that shed light on why an individual or an organization behaves in contrary ways giving you a better sense of why these internal walls exist and how to be aware of your actions in your day to day life.

In this pioneering guide, two business authorities introduce the new discipline of Service Design and reveal why trying new strategies for pleasing customers isn't enough to differentiate your business—it needs to be designed for service from the ground up. Woo, Wow, and Win reveals the importance of

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Designing your company around service, and offers clear, practical strategies based on the idea that the design of services is markedly different than manufacturing. Bestselling authors and business experts Thomas A. Stewart and Patricia O'Connell contend that most companies, both digital and brick-and-mortar, B2B or B2C; are not designed for service—to provide an experience that matches a customer's expectations with every interaction and serves the company's needs. When customers have more choices than ever before, study after study reveals that it's the experience that makes the difference. To provide great experiences that keep customers coming back, businesses must design their services with as much care as their products. Service Design is proactive—it is about delivering on your promise to customers in accordance with your strategy, not about acceding to customer dictates. *Woo, Wow, and Win* teaches you how to create "Ahhh" moments when the customer makes a positive judgment, and to avoid "Ow" moments—when you lose a sale or worse, customer trust. Whether you're giving a haircut, selling life insurance, or managing an office building, your customer is as much a part of your business as your employees are. Together, you and customers create a bank of trust; fueled by knowledge of each other's skills and preferences. This is Customer Capital, the authors explain, and it is jointly owned. But it's up to you to manage it profitably. Innovative yet grounded in real world examples, *Woo, Wow, and Win* is the key strategy for winning customers—and keeping them.

As Industry 4.0 brings on a new bout of transformation and fundamental changes in various industries, the traditional manufacturing and production methods are falling to the wayside. Industrial processes must embrace modern technology and the most recent trends to keep up with the times. With “smart factories”; the automation of information and data; and the inclusion of IoT, AI technologies, robotics, and cloud computing comes new challenges to tackle. These changes are creating new threats in

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security, reliability, the regulations around legislation and standardization of technologies, malfunctioning devices or operational disruptions, and more. These effects span a variety of industries and need to be discussed. Research Anthology on Cross-Industry Challenges of Industry 4.0 explores the challenges that have risen as multidisciplinary industries adapt to the Fourth Industrial Revolution. With a shifting change in technology, operations, management, and business models, the impacts of Industry 4.0 and digital transformation will be long-lasting and will forever change the face of manufacturing and production. This book highlights a cross-industry view of these challenges, the impacts they have, potential solutions, and the technological advances that have brought about these new issues. It is ideal for mechanical engineers, electrical engineers, manufacturers, supply chain managers, logistics specialists, investors, managers, policymakers, production scientists, researchers, academicians, and students looking for cross-industry research on the challenges associated with Industry 4.0.

From the early ballads that established his stories to the later additions of Little John, Friar Tuck, Maid Marian, and Alan-a-Dale, this book explores how the legend of Robin Hood grew. He robbed from the rich to give to the poor, or so the legend goes. But who was the outlaw known as Robin Hood? How did his legend develop and how has it changed over the passing centuries? This new book in the Osprey Myths and Legends series takes a detailed look at Britain's most famous outlaw. It also enters the perilous world of Robin Hood scholarship with a critical review of the case for a 'historical' Robin Hood and a review of the mostly likely candidates. A perfect primer for young and old, this book covers both the fact and the fiction of Robin Hood.

In the challenging digital economy, bridging the gap between the external stakeholder and business

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entities through effective applications of technology carries more importance than ever before. By building a strong online presence and maintaining a long-lasting relationship with valuable customers through high-quality customer experience, companies continue to thrive during this digital age. The Handbook of Research on Technology Applications for Effective Customer Engagement is a pivotal reference source that provides vital research on the utilization of the best research practices for consumer satisfaction and loyalty. While highlighting topics such as target marketing, consumer behavior, and brand equity, this publication explores the applications of modern technology in marketing as well as recent business activities of international companies. This book is ideally designed for business professionals, practitioners, marketers, advertisers, brand managers, retailers, managers, academics, researchers, and graduate-level students.

Looks at famous business blunders, including the new Coke and Ed Rollins' election claims, suggests common causes for such mistakes, and suggests ways to avoid them

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that

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made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. " Some of the key concepts discerned in the study, " comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people. " Perhaps, but who can afford to ignore these findings?

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"It's not that we're dumb. We're wired to avoid pain and pursue pleasure and security. It feels right to sell when everyone around us is scared and buy when everyone feels great. It may feel right-but it's not rational." -From The Behavior Gap Why do we lose money? It's easy to blame the economy or the financial markets-but the real trouble lies in the decisions we make. As a financial planner, Carl Richards grew frustrated watching people he cared about make the same mistakes over and over. They were letting emotion get in the way of smart financial decisions. He named this phenomenon-the distance between what we should do and what we actually do-"the behavior gap." Using simple drawings to explain the gap, he found that once people understood it, they started doing much better. Richards's way with words and images has attracted a loyal following to his blog posts for The New York Times, appearances on National Public Radio, and his columns and lectures. His book will teach you how to rethink all kinds of situations where your perfectly natural instincts (for safety or success) can cost you money and peace of mind. He'll help you to:

- Avoid the tendency to buy high and sell low;
- Avoid the pitfalls of generic financial advice;
- Invest all of your assets-time and energy as well as savings-more wisely;
- Quit spending money and time on things that don't matter;
- Identify your real financial goals;
- Start meaningful conversations about money;
- Simplify your financial life;
- Stop losing money!

It's never too late to make a fresh financial start. As Richards writes: "We've all made mistakes, but now it's time to give yourself permission to review those mistakes, identify your personal behavior gaps, and make a plan to avoid them in the future. The goal isn't to make the 'perfect' decision about money every time, but to do the best we can and move forward. Most of the time, that's enough."

Do you ever think you 're the only one making any sense? Or tried to reason with your partner with disastrous results? Do long, rambling answers drive you crazy? Or does your colleague 's abrasive

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manner rub you the wrong way? You are not alone. After a disastrous meeting with a highly successful entrepreneur, who was genuinely convinced he was ‘ surrounded by idiots ’ , communication expert and bestselling author, Thomas Erikson dedicated himself to understanding how people function and why we often struggle to connect with certain types of people. Surrounded by Idiots is an international phenomenon, selling over 1.5 million copies worldwide. It offers a simple, yet ground-breaking method for assessing the personalities of people we communicate with – in and out of the office – based on four personality types (Red, Blue, Green and Yellow), and provides insights into how we can adjust the way we speak and share information. Erikson will help you understand yourself better, hone communication and social skills, handle conflict with confidence, improve dynamics with your boss and team, and get the best out of the people you deal with and manage. He also shares simple tricks on body language, improving written communication, advice on when to back away or when to push on, and when to speak up or shut up. Packed with ‘ aha! ’ and ‘ oh no! ’ moments, Surrounded by Idiots will help you understand and communicate with those around you, even people you currently think are beyond all comprehension. And with a bit of luck you can also be confident that the idiot out there isn ’ t you!

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