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The Commitment Engine is for those tired of all the spam-like approaches, whether it's digital or real world cold calls.

The Commitment Engine: Making Work Worth It:
Jantsch, John ...

1) On a regular basis (the author suggests weekly), schedule a 30-minute meeting with everyone who reports to you and... 2) The author credits Dan Sullivan for this, and it relates to the regular meeting with employees.....in an effort to... 3) Commitment beliefs

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have to be reinforced at every ...

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The Commitment Engine: Making Work Worth It is the

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third book by John Jantsch. The book is a follow up of Jantsch's previous book, The Referral Engine , and teaches readers how to establish lasting commitment in their employees, customers, and businesses and explores what makes some businesses worth referring.

The Commitment Engine - Wikipedia

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The Commitment Engine (Hardcover) Making Work Worth It. By John Jantsch. Portfolio, 9781591844877, 256pp. Publication Date: October 11, 2012. Other Editions of This Title: Digital Audiobook (11/26/2012) Compact Disc (1/15/2013)

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commitment engine the commitment engine making work worth it is the third book by john jantsch the book is a follow up of jantschs previous book the referral engine and teaches readers how to establish lasting commitment in their employees customers and businesses and explores what makes some businesses worth referring so how

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how to establish lasting commitment in their employees customers and businesses and explores what makes some businesses worth referring 1 synopsis 2 reception john jantsch

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For over 30 years, we have partnered with authors, publishers, and businesses to get books to speaking and training events, business conferences, and into company book clubs and reading lists—moving books and ideas into the business world every single day.

The Commitment Engine in Hardcover by John Jantsch
The small-business guru behind Duct Tape Marketing and The Referral Engine teaches listeners how to establish lasting commitment in their employees, customers, and businesses. Why are some companies able to generate committed, long-term customers while others struggle to stay afloat?

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Why are some companies able to generate committed, long-term customers while others struggle to stay afloat? Why do the employees of some organizations fully dedicate themselves while others punch the clock without enthusiasm? By studying the ins and outs of companies that enjoy extraordinary loyalty from customers and employees, John Jantsch reveals the systematic path to discovering and generating genuine commitment. Jantsch's approach is built on three foundational planks, which he calls the clarity path, the culture patron, and the customer promise. He draws on

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his own experiences and shares true stories from businesses like Threadless, Evernote, and Warby Parker. His strategies include these: Build your company around a purpose. People commit to companies and stories that have a simple, straightforward purpose. Understand that culture equals brand. Build your business as a brand that employees and customers will support. Lead by telling great stories. You can't attract the right people or get them to commit without telling a story about why you do what you do. Treat your staff as your customer. A healthy customer community is the natural result of a healthy internal culture. Serve customers you respect. It's hard to have an authentic relationship with people

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you don't know, like, or trust. As Jantsch says, "Have you ever encountered a business where everything felt effortless? The experience was perfect, and the products, people, and brand worked together gracefully. You made an odd request; it was greeted with a smile. You went to try a new feature; it was right where it should be. You walked in, sat down, and felt right at home. . . . Businesses that run so smoothly as to seem self-managed aren't normal. In fact, they are terribly counterintuitive, but terribly simple as it turns out." As a follow-up to *The Referral Engine*, this is about more than just establishing leads- it's about building a fully alive business that attracts customers for life.

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The small business guru behind Duct Tape Marketing shares his most valuable lesson: how to get your customers to do your best marketing for you. The power of glitzy advertising and elaborate marketing campaigns is on the wane; word-of-mouth referrals are what drive business today. People trust the recommendation of a friend, family member, colleague, or even stranger with similar tastes over anything thrust at them by a faceless company. Most business owners believe that whether customers refer them is entirely out of their hands. But science shows that people can't help recommending products and services to their friends-it's an instinct wired deep in the brain. And smart businesses can tap into that hardwired

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desire. Marketing expert John Jantsch offers practical techniques for harnessing the power of referrals to ensure a steady flow of new customers. Keep those customers happy, and they will refer your business to even more customers. Some of Jantsch's strategies include: -Talk with your customers, not at them.

Thanks to social networking sites, companies of any size have the opportunity to engage with their customers on their home turf as never before-but the key is listening. -The sales team is the most important part of your marketing team. Salespeople are the company's main link to customers, who are the main source of referrals. Getting them on board with your referral strategy is critical. -Educate your customers.

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Referrals are only helpful if they're given to the right people. Educate your customers about whom they should be talking to. The secret to generating referrals lies in understanding the "Customer Referral Cycle"-the way customers refer others to your company who, in turn, generate even more referrals. Businesses can ensure a healthy referral cycle by moving customers and prospects along the path of Know, Like, Trust, Try, Buy, Repeat, and Refer. If everyone in an organization keeps this sequence in mind, Jantsch argues, your business will generate referrals like a well-oiled machine. This practical, smart, and original guide is essential reading for any company looking to grow without a fat marketing budget.

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A paradigm for a marketing-based sales system is designed to improve effectiveness, outmaneuver competitors and add value to customer relationships. By the author of Duct Tape Marketing.

This book began as an exploration of collaborative work organizations. We knew about people in various occupations who had gotten together to form organizations of equals to manage the settings within which they did their work. Among these organizations were a teacher-controlled public school, a fishermen's

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cooperative, a potters' studio, a public-interest advocacy group, and an architectural firm. We wondered how these groups functioned, and whether and how they contributed to making work satisfying for the individuals in them. These groups were, of course, pretty small potatoes, but it seemed to us that they provided a way to an understanding of some much larger current issues. Worker satisfaction has surfaced as an issue of current concern and has been represented in research documenting the growing expectations that the members of our society have of their work experience. More workers are more educated now than ever before, and more and more people seem to look to work as a personal outlet, rather

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than just a source of income. We saw our small, egalitarian work organizations as providing settings in which people were especially likely to v vi PREFACE find work satisfying. We wanted to know both the organiza tional conditions for satisfying work and the conditions un der which collaborative work organizations could keep func tioning. Since the sociological literature on work satisfaction tends to revolve around issues of autonomy and control, we sought out settings in which workers had maximized auto no my and control.

"Making Jet Engines" presents a radical re-interpretation of the early history of the jet engine in

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Germany, Britain, and the United States and, through this, sets out a new account of the central features of twentieth-century invention. Hermione Giffard, without invoking foresight or conservative resistance to novelty, explores why individual firms decided not to develop jet engines, failed to do so, or succeeded, highlighting how each country pursued jet engines for reasons that reflected their particular war aims and industrial expertise. By beginning with production, the very structure of "Making Jet Engines "challenges the traditional way of telling stories of invention, for it focuses consecutively on production, development, inventive institutions, and, lastly, the celebrity of the jet engine s inventors, who she portrays as the

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employees that they were. By demonstrating the crucial importance of industry in the emergence of novelty, this is a game changing book for anyone interested in technological invention today. "

The discovery of market needs and the manufacture of a product to meet those needs are integral parts of the same process. Since most textbooks on new product

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development are written from either a marketing or an engineering perspective, it is important for students to encounter these two aspects of product development together in a single text. Product Design: Practical Methods for the Systematic Development of New Products covers the entire new product development process, from market research through concept design, embodiment design, design for manufacture, and product launch. Systematic and practical in its approach, the text offers both a structured management framework for product development and an extensive range of specific design methods. Chapters feature "Design Toolkits" that provide detailed guidance on systematic design methods, present examples with

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familiar products, and conclude with reviews of key concepts. This major text aims to turn the often haphazard and unstructured product design process into a quality-controlled, streamlined, and manageable procedure. It is ideal for students of engineering, design, and technology on their path to designing new products.

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