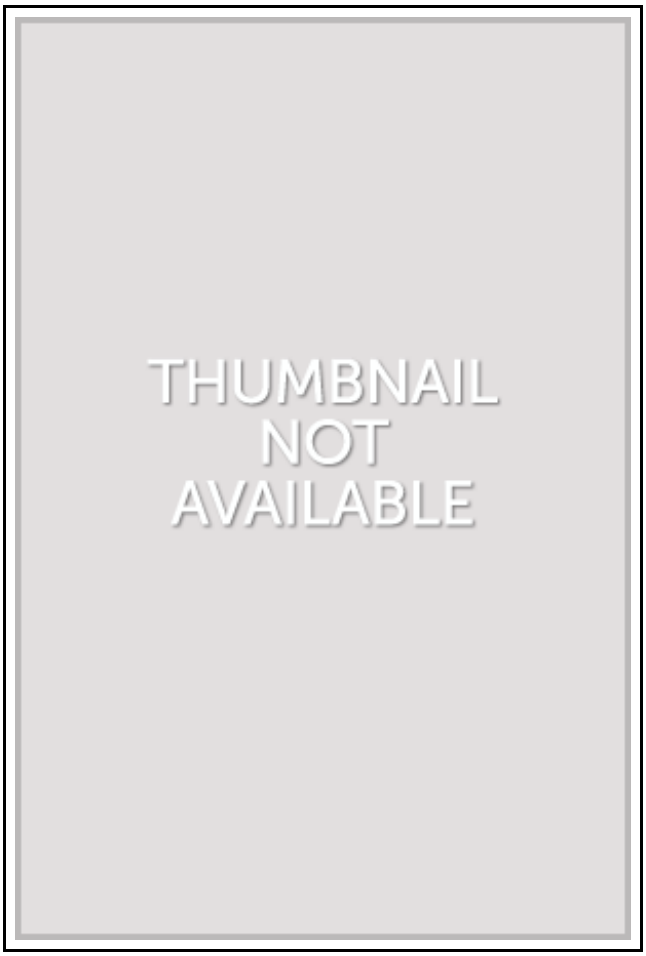
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WHATS YOUR GREEN GOLDFISH?: BEYOND DOLLARS: 15 WAYS TO DRIVE EMPLOYEE ENGAGEMENT AND REINFORCE CULTURE

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9 Inch Marketing. Paperback. Book Condition: New. Paperback. 194 pages. Dimensions: 9.0in. x 6.0in. x 0.4in.Whats Your Green Goldfish is based on the simple premise that employees are the key drivers of customer experience and that Happy Employees Create Happy Customers. The book focuses on 15 different ways to drive employee engagement and reinforce a strong corporate culture. Its the second book in the goldfish trilogy. The first book was an Amazon Best Seller entitled, Whats Your Purple Goldfish. Purple focused on customers, whereby Green focuses on employees. Both books are based on a revolutionary new approach called marketing g. l. u. e. (marketing by giving little unexpected extras). The book is based on the findings of the Green Goldfish Project, an effort which crowd sourced 1, 001 examples of signature added value for employees. Key themes emerged from the Project. The book is filled with over 200 examples. PRAISE FOR WHATS YOUR GREEN GOLDFISH Stan is the sherpa that guides executives along the journey between the heart and mind of business stakeholders. Stakeholders arent always customers though. At a time when company vision and culture matters more than ever, it takes inspired and engaged employees to bring them to life. - Brian Solis, author of Whats the Future of Business WTF, The End of Business as Usual and Engage! So often overlooked, and so very vital to building company value. . . empowering employees to support each other and the brand. Stan Phelps gets it and Green Goldfish will walk you step-by-step though achieving this critical goal. - Ted Rubin, author of Return on Relationship Great customer centric organizations only exist because of engaged and empowered employees. The Green Goldfish is packed with awesome examples of what world class companies are doing today to inspire and reward their employees....

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