



What's Your Green Goldfish?: Beyond Dollars: 15 Ways to Drive Employee Engagement and Reinforce Culture (Paperback)

By Stan Phelps

9 Inch Marketing, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. What s 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. It s the second book in the goldfish trilogy. The first book was an Amazon Best Seller entitled, What s 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 WHAT S YOUR GREEN GOLDFISH Stan is the sherpa that guides executives along the journey between the heart and mind of business stakeholders. Stakeholders aren t always customers though. At a time when company vision and culture matters more than ever, it takes inspired and engaged...



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