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# Excellence Tom Peters

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Mastering Disruption from Outside the C-Suite

Re-imagine!

A Passion for Excellence

Open Strategy

Lead from the Heart:

Slack

Successful Habits of Visionary Companies

In Search of Excellence

The Pursuit of Wow!

Authentic Leadership (HBR Emotional Intelligence Series)

How Great Leaders Elevate Human Energy and Eliminate Fear

Good to Great

Get Smarter About the Choices that Will Make or Break Your Business

Liberation Management

New Learning

Excellence Now

Built to Last

The Circle of Innovation  
Excellence Now: Innovation  
How to Stand Out in a Crowded, Distracted World  
Collective Genius  
Chief Joy Officer  
The Little Big Things  
Thriving on Chaos  
The Art and Practice of Leading Innovation  
Leadership  
Transformational Leadership for the 21st Century  
You Can't Shrink Your Way to Greatness  
A History of Organizational Storytelling  
Smarter Digital Marketing for Businesses Big and Small  
Extreme Humanism  
Lessons from America's Best-run Companies  
Breakthroughs!  
Excellence Now: Purpose  
In Search of Excellence  
How to Thrive in a Complex World  
Excellence Now

## Why Some Companies Make the Leap...And Others Don't The Leadership Difference

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### **MOODY QUENTIN**

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*Mastering Disruption from Outside the C-Suite* Harper Collins

Studies individuals from fourteen companies who made worldwide commercial breakthroughs, with information on the conflicts, concepts, creativity, and climate that let a good idea break every barrier and become commonplace

*Re-imagine!* BalboaPress

This volume brings together the best of the Tom Peters seminars, complete with visual materials. The Tom Peters

Seminar demonstrates Peters' unconventional analysis that challenges outdated corporate structures and demonstrates that in the 1990s, "imagination is the source of value in the economy." Peters' bold ideas vault business thinking beyond change--toward invention and revolution. *A Passion for Excellence* Jossey-Bass Customer experience pioneer Jeanne Bliss shows why "Make Mom Proud" companies outperform their competition. Her 5-step guide to customer experience and culture transformation makes this achievement possible. Bliss urges companies to make business personal to earn ardent fans and admirers, by

focusing on one deceptively simple question: "Would you do that to your mother?" "Make Mom Proud" companies give customers the treatment they desire, and employees the ability to deliver it. They turn "gotcha" moments into "we've got your back" moments by rethinking business practices, and they enable employees to be part of the solution to fix customer frustrations. Bliss scoured the marketplace seeking companies who excel at living their core values, grounded in what we all learned as kids. She offers a five-step plan for evaluating your current behaviors and implementing actions at every level of the organization. Step 1. "Be the Person I Raised You to Be" Understand how you are hiring, developing and trusting employees to bring the best version of

themselves to work. Vail resorts, for example, the world's largest ski resort operator, banned the three words "Our policy is..." from their vocabulary, freeing employees to take spirited actions to deliver "the experience of a lifetime." Step 2. "Don't Make Me Feed You Soap" Learn the eight key frustrations that bind us as customers (waiting, fear, anxiety, the black hole of no communication, etc.) and how to apply actions from companies who are delivering a seamless, frictionless and easy experience. Step 3. "Put Others Before Yourself" Determine if your focus is on helping customers achieve their goals - and evaluate how that is fueling your growth. Canada's Mayfair Diagnostics, for example, spent over a year studying the emotions of patients

entering an imaging clinic, so they could redesign their welcome to deliver warmth and caring over procedure and process. The newly designed clinic achieved profitability in record time.

Step 4. “Take the High Road” Learn how companies who do the right thing rise above the competition. Virgin Hotels, for example, named #1 U.S. hotel by Conde Nast Reader's Choice Awards, walked away from price gouging at the mini bar, so you'll never pay more for that Snickers bar than what you'd pay at the corner market.

Step 5. “Stop the Shenanigans!” Evaluate your current company behaviors and identify the key actions that you can begin immediately. With 32 case studies and examples from more than 85 companies, this is a practical and easy to follow guide for

your experience and culture transformation. Filled with comics to snapshot our experiences as customers, a “mom lens” to reflect continuously on your performance, and a “make-mom-proud-ometer” quiz – the book makes Bliss’s approach accessible and approachable. Join the movement to #MakeMomProud by applying this book across your organization. Whether you're contemplating your company's returns policy, its social media presence, or its big-picture strategy, this approach will help your company anticipate both employee and customer needs, extend patience, and show respect at all times.

*Open Strategy* Houghton Mifflin Harcourt The acclaimed business guru recommends unexpected ways for businesses to adapt to a world in which

products, technology, the market, and everything else is in a state of constant evolution and innovation. Reprint.

75,000 first printing.

**Lead from the Heart:** Vintage

In 1982, Tom Peters and Bob Waterman put "A Bias for Action" at the top of their list of eight traits of successful companies in their groundbreaking book *In Search of Excellence*. Given the subsequent acceleration of change, "A Bias for Action" would doubtless top a similar list in 2012. Here's Peters' excellent (and beautifully designed) take for today.

*Slack* Currency

A WALL STREET JOURNAL BESTSELLER

Do you know the best way to drive your company's growth? If not, it's time to boost your Growth IQ. Trying to find the

one right move that will improve your business's performance can feel overwhelming. But, as you'll discover in *Growth IQ*, there are just ten simple--but easily misunderstood--paths to growth, and every successful growth strategy can be boiled down to picking the right combination and sequence of these paths for your current context. Tiffani Bova travels around the world helping companies solve their most vexing problem: how to keep growing in the face of stiff competition and a fast-changing business environment. Whether she's presenting to a Fortune 500 board of directors or brainstorming over coffee with a startup founder, Bova cuts through the clutter and confusion that surround growth. Now, she draws on her decades of experience and more

than thirty fascinating, in-depth business stories to demonstrate the opportunities--and pitfalls--of each of the ten growth paths, how they work together, and how they apply to business today. You'll see how, for instance: \* Red Bull broke Coca-Cola and PepsiCo's stranglehold on the soft drink market by taking the Customer Base Penetration path to establish a foothold with adventure sports junkies and expand into the mainstream. \* Marvel transformed itself from a struggling comic book publisher into a global entertainment behemoth by using a Customer and Product Diversification strategy and shifting their focus from comic books to comic book characters in movies. \* Starbucks suffered a brand crisis when they overwhelmed their customers with a Product Expansion

strategy, and brought back CEO Howard Schultz to course-correct by returning to the Customer Experience path. Through Bova's insightful analyses of these and many other case studies, you'll see why it can be a mistake to imitate strategies that worked for your competitors, or rely on strategies that worked for you in the past. To grow your company with confidence, you first need to grow your Growth IQ.

*Successful Habits of Visionary Companies* Penguin

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 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?

**In Search of Excellence** Vintage Our common belief in business is that the heart has no place in workplace management. In fact, most of us were taught that the heart acts like Kryptonite in leadership: it inherently undermines a manager's effectiveness and lowers productivity and profitability. In this stunning and groundbreaking work, however, engagement expert, Mark C. Crowley, provides irrefutable proof that

we were wrong. Crowley begins by showing us how traditional leadership practices are failing. Across the globe, employee engagement and job satisfaction scores have fallen to crisis levels. According to astonishing research from Gallup, 70% of the US workforce is now disengaged. It once was that a job and a paycheck kept workers satisfied and productive. Today, pay barely makes the list of what inspires people to put their hearts into their work and contribute to their highest capacity. Right before our eyes, human beings have evolved in what they need and want in exchange for work. 21st Century employees are seeking to find purpose, meaning and feelings of significance. What drives their engagement is feeling valued, respected, developed and cared

for. Crowleys profound insight draws upon recent medical science discoveries which prove its the heart, and not the mind, that drives human motivation and achievement. Theres nothing soft about Lead From The Heart. It represents the future of workplace management and a roadmap to driving uncommon engagement, productivity and profitability.

The Pursuit of Wow! Oxford University Press

The "Greatest Business Book of All Time" (Bloomsbury UK), In Search of Excellence has long been a must-have for the boardroom, business school, and bedside table. Based on a study of forty-three of America's best-run companies from a diverse array of business sectors, In Search of Excellence describes eight

basic principles of management -- action-stimulating, people-oriented, profit-maximizing practices -- that made these organizations successful. Joining the HarperBusiness Essentials series, this phenomenal bestseller features a new Authors' Note, and reintroduces these vital principles in an accessible and practical way for today's management reader.

Authentic Leadership (HBR Emotional Intelligence Series) Vintage

Good management is a precious commodity in the corporate world. Guide to Management Ideas and Gurus is a straight-forward manual on the most innovative management ideas and the management gurus who developed them. The earlier edition, Guide to Management Ideas, presented the most

significant ideas that continue to underpin business management. This new book builds on those ideas and adds detailed biographies of the people who came up with them-the most influential business thinkers of the past and present. Topics covered include: Active Inertia, Disruptive Technology, Genchi Genbutsu (Japanese for "Go and See for Yourself"), The Halo Effect, The Long Tail, Skunkworks, Tipping Point, Triple Bottom Line, and more. The management gurus covered include: Dale Carnegie, Jim Collins, Stephen Covey, Peter Drucker, Philip Kotler, Michael Porter, Tom Peters, and many others.

**How Great Leaders Elevate Human Energy and Eliminate Fear** In Search of Excellence Lessons from America's

### Best-Run Companies

The "Greatest Business Book of All Time" (Bloomsbury UK), *In Search of Excellence* has long been a must-have for the boardroom, business school, and bedside table. Based on a study of forty-three of America's best-run companies from a diverse array of business sectors, *In Search of Excellence* describes eight basic principles of management -- action-stimulating, people-oriented, profit-maximizing practices -- that made these organizations successful. This phenomenal bestseller features a new Authors' Note, and reintroduces these vital principles in an accessible and practical way for today's management reader.

*Good to Great* Routledge

Outlines an approach to high-

performance problem-solving and decision-making that draws on insights from survival guides, pop culture and other sources. Co-written by the award-winning author of *The Upside of Turbulence*. 75,000 first printing.

DK

Human service organizations (HSOs) are faced with challenges and opportunities ranging from improving effectiveness and efficiency to advancing diversity, equity, and inclusion. However, organizational change can be a difficult process and does not occur without a catalyst. *Organizational Change for the Human Services* presents an evidence-based conceptual framework for planning and implementing change within HSOs. This book outlines the process for organizational change from

identifying a problem to following a strategy for success. Thomas Packard presents discussions on various methods such as team building, employee surveys, cultural change, organization redesign, and intrapreneurship. Case examples demonstrate how individuals can put theory into practice within their organizations. Written for current and future HSO leaders, this book delves into the tactics and change methods that will help guide individuals to enact change within their organizations. Packard has created an invaluable resource for HSO leaders who aspire to provide the best services and care for the clients and communities they serve.

**Get Smarter About the Choices that Will Make or Break Your Business**

John Wiley & Sons

Why can some organizations innovate time and again, while most cannot? You might think the key to innovation is attracting exceptional creative talent. Or making the right investments. Or breaking down organizational silos. All of these things may help—but there's only one way to ensure sustained innovation: you need to lead it—and with a special kind of leadership. *Collective Genius* shows you how. Preeminent leadership scholar Linda Hill, along with former Pixar tech wizard Greg Brandeau, MIT researcher Emily Truelove, and *Being the Boss* coauthor Kent Lineback, found among leaders a widely shared, and mistaken, assumption: that a “good” leader in all other respects would also be an effective leader of innovation. The truth is, leading innovation takes a

distinctive kind of leadership, one that unleashes and harnesses the “collective genius” of the people in the organization. Using vivid stories of individual leaders at companies like Volkswagen, Google, eBay, and Pfizer, as well as nonprofits and international government agencies, the authors show how successful leaders of innovation don’t create a vision and try to make innovation happen themselves. Rather, they create and sustain a culture where innovation is allowed to happen again and again—an environment where people are both willing and able to do the hard work that innovative problem solving requires. *Collective Genius* will not only inspire you; it will give you the concrete, practical guidance you need to build innovation into the fabric of your

business.

*Liberation Management* Harper Collins  
 In the new economy, hierarchical business structures are being consigned to the shredder and replaced with flexible, fast-responding, ad hoc groups of brainworkers. Tom Peters, author of the bestselling *IN SEARCH OF EXCELLENCE* is once again ahead of the curve, and now demonstrates that the key to success in business future is total engagement, dynamism, speed, and independence. "Rewarding. Provides a wealth of thought-provoking information and incisive insights." *PHILADELPHIA INQUIRER* "A gold mine of information." *USA TODAY*

*New Learning* Vintage

It's an exciting time to be in marketing, with an array of equalizing platforms

from the Internet to social media to content marketing, that have reset the playing field for businesses large and small. Yet, it's also a challenging time, with much work to do and an ever-changing array of platforms, features, and networks to master--all on tighter budgets than ever before. Don't get discouraged, get scrappy! Weaving hacks, tips, idea starters, and more, chief brand strategist Nick Westergaard has provided in *Get Scrappy* a plan of attack for businesses of any size to:

- Demystify digital marketing in a way that makes sense for your business
- Do more with less
- Build a strong brand with something to say
- Create relevant and engaging content for your social media platforms
- Spark dialogue with your community of customers
- Measure

what matters. And more. The result will be a reliable, repeatable system for building your brand, creating engaging content, and growing your community of customers. Don't wait for marketing to reinvent itself. Instead, proactively reinvent your company's marketing to maximize its reach!

*Excellence Now* Harvard Business Review Press

Argues that the "lean and mean" corporate model of workaholicism and downsizing is proving counterproductive, explaining how companies can implement downtime, promote flexibility, and foster creativity as part of realizing increased revenues. Reprint.

*Built to Last* AMACOM

For more than three decades, Tom Peters has been obsessed with

Excellence (with a capital E). In this beautifully designed eBook, the second in a series, he's sharing his thoughts, ideas, inspirations, opinions, stories, tips, lessons, examples, and, perhaps most important, attitude. And the topic is Innovation (with a capital I). The bottom line: Don't ask what Excellence in Innovation is. Ask when. Tom's answer: Excellence Now.

**The Circle of Innovation** Penguin  
The national bestseller that offers prescriptions for an economic world turned upside down. A New York Times

bestseller for eleven months.

Excellence Now: Innovation AMACOM  
Turn your company into a dynamic centre of excellence. Instead of looking for things that have gone wrong in your organisation and trying to fix them, look for things that went right and try to build on them. Perceptive, provocative and inspiring ideas to transform the way you work, this is your crucial guide to leadership to help you reinvent your business from management guru Tom Peters.

Best Sellers - Books :

- [Fast Like A Girl: A Woman's Guide To Using The Healing Power Of Fasting To Burn Fat, Boost Energy, And Balance Hormones](#)
- [Meditations: A New Translation By Marcus Aurelius](#)
- [Why A Daughter Needs A Dad: Celebrate Your Father Daughter Bond This Father's](#)



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• Our Class Is A Family (our Class Is A Family & Our School Is A Family) By Shannon Olsen

• Heart Bones: A Novel

• Haunting Adeline (cat And Mouse Duet) By H. D. Carlton

• Blowback: A Warning To Save Democracy From The Next Trump By Miles Taylor

• I Love You To The Moon And Back

• Stop Overthinking: 23 Techniques To Relieve Stress, Stop Negative Spirals,

Declutter Your Mind, And Focus On The Present (the Path To Calm) By Nick Trenton

• Things We Hide From The Light (knockemout Series, 2) By Lucy Score