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Empowered: Unleash Your Employees, Energize Your Customers, and Transform Your Business

By Josh Bernoff, Ted Schadler

Harvard Business Review Press. Hardback. Book Condition: new. BRAND NEW, Empowered: Unleash Your Employees, Energize Your Customers, and Transform Your Business, Josh Bernoff, Ted Schadler, Is Your Company EMPOWERED for Success? You know it's happening within your organization. Your people, armed with cheap, accessible technology, are connecting with customers and building innovative new solutions. But who are these creative problem-solvers? How can you be one? And just as important--how can you lead them? We call them HEROes: highly empowered and resourceful operatives. Your company needs them because in the age of Twitter, iPhones, Facebook, YouTube, and an ever-evolving torrent of Web information, your customers now step up to the counter armed with more data and access than ever before, and in many cases, your company is overmatched. In Empowered, Forrester's Josh Bernoff--coauthor of the pioneering book Groundswell--and Ted Schadler explain how to transform your company by unleashing the mighty force of these HEROes. Like John Bernier and Ben Hedrington at Best Buy, who built an army of 2,500 tweeting employees to reach out to customers online. Or Ross Inglis, who tapped into Internet computing resources to open an entirely new customer channel for Thomson Reuters. Or John Stadick, who equipped...


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