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# Pepsi To Apple

**Traces the history of the soft drink  
company and depicts its advertising  
campaigns of the past**

**Chronicles the best and the worst of  
Apple Computer's remarkable story.  
Award-winning journalist Frank Rose**

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**provides a riveting, behind-the-scenes account of a business and a technology in turmoil. The fall of Steve Jobs, the visionary entrepreneur who founded Apple Computer, is also the story of a freewheeling California youth culture on a collision course with corporate America.**

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**Discover remarkable information about science, animals, history, and more with this collection of 150 interesting and intriguing facts. Did you know peanut butter could be turned into diamonds? Or that one teaspoon of honey is the life work of a dozen bees? Or that babies have 95 more bones than adults? These**

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**are just a few of the facts that you could learn in Factourism. Featuring 150 of the most extraordinary things that happen in the world every day, you'll find amazing pieces of trivia accompanied by bright, colorful illustrations. Each beautifully designed page holds a trivia tidbit that will leave**

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**you brimming with knowledge.**

**This is the third Coke or Pepsi? quiz book -- for girls 8-18. The series has sold over one million copies!**

**A biography of John Sculley, who gave up the presidency of Pepsi-Cola to join Apple Computer, thus becoming one of America's most powerful corporate**

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**executives.**

**Pepsi**

**Pepsi to Apple--a Journey of  
Adventure, Ideas, and the Future  
Odysea**

**An Illustrated Journey of Funny,  
Horrible, and Unbelievable Facts  
about...Everything**

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**The Cult of Mac**

**How to Own the Future by Focusing  
100% of Your Company on Customers  
& Consumers 100% of the Time**

**Building the Apple Dream  
Apple**

**Apple Confidential 2.0**

**John Sculley**

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[De Pepsi a Apple](#)

[She's Come Undone](#)

[Do You Matter?](#)

**This book is a history of the some of the world's most famous brands, from humble beginnings to current exalted status, from smudged, kitchen-**



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**table pamphlets to \$ multi-million ad campaigns, from backyard experiments to global research. It examines the most recent developments in these glittering trajectories and reveals the very DNA of the brands themselves. Is it**

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**mastery of absorbency, the virtuoso integration of acquisitions, developing incomparable consumer trust, the ability to think in decades? All is revealed. If you work in Retail, FMCG, Marketing or Consumer**

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**Goods, this is a must-read book. Keywords: FMCG , History, Manufactures, Brands, Innovation, Global, Consumer, Retail, Market, Emerging Markets, Coke, Colgate-Palmolive, Danone, Dean Foods, Estée Lauder,**

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**General Mills, Heinz, Henkel, Kellogg, Kimberly-Clark, Kraft, L'Oréal, Mars, Nestlé, Procter & Gamble, Pepsi, Reckitt Benckiser, Unilever**  
**Apple Computer was once a shining example of the American success story.**

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**Having launched the personal computer revolution in 1977 with the first all-purpose desktop PC, Apple became the darling of the national business press and Wall Street. Yet by 1995, the company's change-the-world**

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**idealism had all but disappeared in a bitter internal struggle between warring camps. Raging internal mistakes, petty infighting, and gross mismanagement became Apple's hallmark, and today**

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**the company clings to a mere 3.7 percent share of the market it helped to create. Apple is the spellbinding account of what really went on behind closed doors, revealing the forces that dismantled this once great icon of**

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**American business.  
Document from the year 2016  
in the subject Business  
economics - Marketing,  
Corporate Communication,  
CRM, Market Research, Social  
Media, grade: 1,3, University  
of Applied Sciences Essen,**



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**course: Master of Business Administration, language: English, abstract: In this assignment the main goal will be to define and analyze the target market for the recently launched Apple Watch. For this, some of the marketing**

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**concepts and tools (SWOT analysis, PEST tool, etc.) will be put in practice. After the iPhone's selling success, Apple has entered the smartwatch segment with the Apple Watch to also become the leader. This assignment**

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**will analyze some internal and external key factors which could potentially have a very deep impact on Apple's chances to succeed. This analysis will identify the Apple Watch value proposition; assess any risks involved in**

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**the product go-to-market approach and discuss the potential market trends. After performing the above mentioned analysis and definition of the Apple Watch market and target customers and according to the**

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**outcomes, the Apple Watch USP (Unique Selling Proposition) will be formulated in the Conclusion section of this assignment. In Max Barry's twisted, hilarious and terrifying vision of the near future, the world**

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**is run by giant corporations and employees take the last names of the companies they work for. It's a globalised, ultra-capitalist free market paradise! Hack Nike is a lowly merchandising officer who's not very good at negotiating**

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**his salary. So when John Nike and John Nike, executives from the promised land of Marketing, offer him a contract, he signs without reading it. Unfortunately, Hack's new contract involves shooting teenagers to build**

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**up street cred for Nike's new line of \$2,500 trainers. Hack goes to the police - but they assume that he's asking for a subcontracting deal and lease the assassination to the more experienced NRA. Enter Jennifer Government, a tough-**



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**talking agent with a barcode tattoo under her eye and a personal problem with John Nike (the boss of the other John Nike). And a gun. Hack is about to find out what it really means to mess with market forces.**

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**Describes the psyche of Macintosh fans and the subculture they have created. The former Apple CEO “delivers a clear message to individuals, entrepreneurs, and corporations: change . . . or wither” (Booklist). The**

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**future belongs to those who see the possibilities before they become obvious. This is the most exciting time ever to be part of the business world. Throughout history, there are some events that stand out as so groundbreaking that they**

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**completely change life as we know it. The Apollo moon landing of 1961 was one of those events—the invention of the Apple personal computer was another. In this book, John Sculley, former CEO of both Pepsi and Apple,**

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**discusses an era that is giving birth to numerous groundbreaking events and inventions—moonshots—that will change the way we live and work for generations to come. He offers wisdom for a new breed of innovative**

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**entrepreneurs to build businesses across industries that will bring in billions of dollars—while changing people's lives for the better. Moonshot! lays out a roadmap for building a truly transformative business,**

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**beginning with a can't-fail  
concept and drawing on clear  
examples from companies  
who've done innovation right.**

**The Genius Behind Apple's  
Greatest Products**

**The Insanely Great Story of  
How the Mac Was Made**

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**Odyssey**

**Fizz**

**Odisséia**

**The End of Innocence at Apple**

**Computer**

**The Customer of the Future**

**Factourism**

**100 Years**



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## **Coke Or Pepsi? 3**

## **Think Round**

## **Taking People with You**

## **West of Eden**

“Examines why the set-in-its-ways Coca Cola Company tampered with a drink that had become an American institution—and blundered into one of the

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greatest marketing triumphs of all time.”—New York On April 23, 1985, the top executives of the Coca-Cola Company held a press conference in New York City. News had leaked out that Coke, the king of soft drinks, would no longer be produced. In its place the Coca-Cola Company would offer a new drink with a

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new taste and would dare call it by the old name, Coca-Cola. The new Coke was launched—and the reaction of the American people was immediate and violent: three months of unrelenting protest against the loss of Coke. So fierce was the reaction across the country that it forced a response from the Coca-Cola

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Company. Stunned Coca-Cola executives stepped up to the microphone and publicly apologized to the American people. They announced that the company would reissue the original Coca-Cola formula under a new name, Coke Classic. The Real Coke, the Real Story is the behind-the-scenes account of what

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prompted Coca-Cola to change the taste of its flagship brand—and how consumers persuaded a corporate giant to bring back America's old friend.

Think Round shows that the key to propelling a business to its full potential and highest heights is not balance sheet engineering, acquisition acumen, organic

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reinvention, adroit board management or stunning quarterly earnings results.

Mastery of those mechanics is the cost of entry not the accelerator to success. The key to winning really big, and staying at the top of the business game is empathy: the capacity to recognize and respond to emotions and aspirations experienced by

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your customers and consumers. The challenge for CEOs is how to scale empathy to the enterprise level so it can be a sustainable advantage in creating long-term value. Think Round is the guide to just that: a proven approach to owning the future by having 100% of your company focused on your consumer

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100% of the time. Peppered with invaluable real-world anecdotes and examples culled from the impressive careers of Martha Pease and Michael Campbell, who have helped companies like Apple, IBM, FedEx, Pepsi, Pizza Hut, Visa, Domino's, Neutrogena, and Unilever etch their names in the halls of



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business greats, Think Round is your guide to a better, brighter executable and ultimately, revelatory way of life for your organization.

Reveals the behind-the-scenes story of the downfall of Apple Computer, a tale of incredible technological inventiveness undercut by corporate ineptitude and

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internal competition featuring a bruising portrait of the company's co-founder, Steve Jobs.

'A must-read for working women and the men who work with us, love us and support us' Hillary Rodham Clinton The much-anticipated and inspiring memoir by Indra Nooyi, the trailblazing former

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CEO of PepsiCo, offering clear-eyed insight and a call to action for how our society can really blend work and family - and advance women - in the twenty-first century For more than a dozen years as one of the world's most admired CEOs, Indra Nooyi redefined what it means to be an exceptional leader. The first

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woman, person of color, and immigrant to run a Fortune 50 company - and one of the foremost strategic thinkers of our time - Nooyi transformed PepsiCo with a unique vision, a vigorous pursuit of excellence, and a deep sense of purpose. Now, in a rich memoir brimming with grace, grit, and good humor, My Life in

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Full offers a firsthand view of a legendary career and the sacrifices it so often demanded. In her book, Nooyi shares the events that shaped her - from her childhood in 1960s India, to the Yale School of Management, to her rise as a consultant and corporate strategist who soon ascended into the most senior

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executive ranks. The book offers an intimate look inside PepsiCo, detailing how she steered the iconic American company toward healthier products and reinvented its environmental profile without curbing financial performance - despite resistance at every turn. At the same time, Nooyi built a home with her

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husband - also a high-powered executive - two daughters, and members of her extended family. My Life in Full includes her unvarnished take on the competing pressures on her attention and time, and what she learned along the way. This book, as has her personal journey, will inspire young women everywhere to

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believe that they, too, can climb to powerful roles without giving up on the desire for a family and children. But, as Nooyi eloquently argues, her story is not a call for women to simply try harder, but is proof of the importance of organised care structures in all of our success. Nooyi makes a clear, actionable, urgent



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call for business and government to prioritise the care ecosystem, from skilled care networks to zoning policy, to paid leave and flexible and predictable work hours, each so critical to unleashing the economy's full potential and helping families thrive. Generous, authoritative, and grounded in lived experience, My

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Life in Full is both the story of an extraordinary leader's life, and a moving tribute to the relationships that created it. Meet Dolores Price. She's thirteen, wise-mouthed but wounded. Beached like a whale in front of her bedroom TV, she spends the next few years nourishing herself with the chocolate, crisps and

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Pepsi her anxious mother supplies. When she finally rolls into young womanhood at 257 pounds, Dolores is no stronger and life is no kinder. But this time she's determined to rise to the occasion and give herself one more chance before really going belly up. In his extraordinary coming-of-age odyssey,

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Wally Lamb invites us to hitch an incredible ride on a journey of love, pain, and renewal with the most heartbreakingly comical heroine to come along in years. At once a fragile girl and a hard-edged cynic, so tough to love yet so inimitably loveable, Dolores is as poignantly real as our own imperfections.

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Draws on more than forty interviews with Steve Jobs, as well as interviews with family members, friends, competitors, and colleagues to offer a look at the co-founder and leading creative force behind the Apple computer company.

[Fra Pepsi til Apple-  
The Inside Story of Intrigue, Egomania,](#)

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[The Definitive History of the World's Most Colorful Company](#)

[The Only Way to Make Big Things Happen](#)

[A Memoir of My Life with Steve Jobs](#)

[The Real Coke, the Real Story](#)

[De Pepsi à Apple](#)

[The secrets behind China's](#)

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extraordinary educational system – good, bad, and ugly Chinese students' consistently stunning performance on the international PISA exams— where they outscore students of all other nations in math, reading, and science—have positioned China as a



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world education leader. American educators and pundits have declared this a "Sputnik Moment," saying that we must learn from China's education system in order to maintain our status as an education leader and global superpower. Indeed, many of the

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reforms taking hold in United States schools, such as a greater emphasis on standardized testing and the increasing importance of core subjects like reading and math, echo the Chinese system. We're following in China's footsteps—but is this the direction we

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should take? Who's Afraid of the Big Bad Dragon? by award-winning writer Yong Zhao offers an entertaining, provocative insider's account of the Chinese school system, revealing the secrets that make it both "the best and worst" in the world. Born and raised in

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China's Sichuan province and a teacher in China for many years, Zhao has a unique perspective on Chinese culture and education. He explains in vivid detail how China turns out the world's highest-achieving students in reading, math, and science—yet by all

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accounts Chinese educators, parents, and political leaders hate the system and long to send their kids to western schools. Filled with fascinating stories and compelling data, *Who's Afraid of the Big Bad Dragon?* offers a nuanced and sobering tour of education in

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China. Learn how China is able to turn out the world's highest achieving students in math, science, and reading. Discover why, despite these amazing test scores, Chinese parents, teachers, and political leaders are desperate to leave behind their educational system.

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Discover how current reforms in the U.S. parallel the classic Chinese system, and how this could help (or hurt) our students' prospects

3Do you want to spend the rest of your life selling sugared water or do you want a chance to change the world?2

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When Steve Jobs, the maverick computer genius and head of Apple Computers, issued that challenge, Sculley turned his back on everything he had struggled to achieve at Pepsi. The two of them spent some heady months in the effort, like two Davids



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taking on Goliath -- IBM. But there were painful months, too, during the worst of Apple's troubles, when their close friendship turned destructive. Recreates their painful boardroom showdown over the direction of Apple. Reveals how he and a group of tough,

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irreverent managers rebuilt Apple.  
Photos.

An intimate look at the legendary British designer behind Apple's most iconic products - including the Apple Watch With the death of Steve Jobs in 2011, JONY IVE has become the most

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important person at Apple. Some would argue he always was. Steve Jobs discovered Ive in 1997, when he found the scruffy British designer toiling away in a studio surrounded by hundreds of sketches and prototypes. Jobs instantly realised he had found a talent who

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could reverse Apple's decline, and become his 'spiritual partner'. Their collaboration produced iconic products including the iMac, iPod, iPad and iPhone. Designs that overturned entire industries and created the world's most powerful brand. Little has been known

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about this shy, softly-spoken designer. Until now. This riveting book tells the story of a creative genius, from his early interest in industrial design to his meteoric rise, as well as the principles and practices that led Ive to become the designer of his generation. 'Sheds

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new light on technology's most-watched design team' Observer 'A real pleasure' GQ Leander Kahney has covered Apple for more than a dozen years and has written three popular books about Apple and the culture of its followers, including Inside Steve's

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Brain and Cult of Mac. The former news editor for Wired.com, he is currently the editor and publisher of CultofMac.com. He lives in San Francisco.

The story of soda is the story of the modern world, a tale of glamorous

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bubbles, sparkling dreams, big bucks, miracle cures and spreading waistlines. Fizz! How Soda Shook Up The World charts soda's remarkable, world-changing journey from awe-inspiring natural mystery to ubiquitous presence in all our lives. Along the way you'll



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meet the quack medicine peddlers who spawned some of the world's biggest brands with their all-healing concoctions as well as the grandees of science and medicine mesmerized by the magic of bubbling water. You'll discover how fizzy pop cashed in on

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Prohibition, helped presidents reach the White House, and became public health enemy number one. You'll learn how Pepsi put the fizz in Apple's marketing and how soda's sticky sweet allure defined and built nations. And you'll find out how a soda-loving snail

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rewrote the law books. Fizz! tells the extraordinary tale of how a seemingly simple everyday refreshment zinged and pinged over our taste buds and, in doing so, changed the world around us. Tristan Donovan is the author of *Replay: The History of Video Games*.

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His work has appeared in the Times, Stuff, the Daily Telegraph, the Guardian, and the Big Issue, among others.

An intimate look at the life of Steve Jobs by the mother of his first child providing rare insight into Jobs's

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formative, lesser-known years Steve Jobs was a remarkable man who wanted to unify the world through technology. For him, the point was to set people free with tools to explore their own unique creativity. Chrisann Brennan knows this better than

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anyone. She met him in high school, at a time when Jobs was passionately aware that there was something much bigger to be had out of life, and that new kinds of revelations were within reach. The Bite in the Apple is the very human tale of Jobs's ascent and the toll

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it took, told from the author's unique perspective as his first girlfriend, co-parent, friend, and—like many others—object of his cruelty. Brennan writes with depth and breadth, and she doesn't buy into all the hype. She talks with passion about an idealistic young

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man who was driven to change the world, about a young father who denied his own child, and about a man who mistook power for love. Chrisann Brennan's intimate memoir provides the reader with a human dimension to Jobs' myth. Finally, a book that reveals



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a more real Steve Jobs.

Tomorrow ' s customers need to be targeted today! With emerging technology transforming customer expectations, it ' s more important than ever to keep a laser focus on the experience companies provide their

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customers. In *The Customer of the Future*, customer experience futurist Blake Morgan outlines ten easy-to-follow customer experience guidelines that integrate emerging technologies with effective strategies to combat disconnected processes, silo mentalities,

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and a lack of buyer perspective. Tomorrow ' s customers will insist on experiences that make their lives significantly easier and better. Companies will win their business not by just proclaiming that customer experience is a priority but by

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embedding a customer focus into every aspect of their operations. They ' ll understand how emerging technologies like artificial intelligence (AI), automation, and analytics are changing the game and craft a strategy to integrate them into their products and

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processes. The Customer of the Future explains how today ' s customers are already demanding frictionless, personalized, on-demand experiences from their products and services, and companies that don ' t adapt to these new expectations won ' t last. This

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book prepares your organization for these increasing demands by helping you do the following: Learn the ten defining strategies for a customer experience – focused company. Implement new techniques to shift the entire company from being product-

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focused to being customer-focused. Gain insights through case studies and examples on how the world ' s most innovative companies are offering new and compelling customer experiences. Craft a leadership development and culture plan to create lasting change at

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your organization.

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**In discussing his transition from Pepsi's president and CEO to marketing visionary of Apple Computers, the author shares his insights into marketing and management strategies and forecasts future business**

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trends

**“Definitely, a game changer! Design experience is the power shift to our era what mass marketing was to the last century.” John Sculley former CEO, Pepsi and Apple**  
**“Great design is about**

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creating a deep relationship with your customers. If you don't, you're roadkill. This book shows you how and much, much more. Be prepared to have your mind blown." Bill Burnett Executive Director, Design Program, Stanford

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**University “Design is the last great differentiator, and yet so few really understand it. Do You Matter? offers a marvelous series of direct, in-your-face observations and drives home the means to an**

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**absolutely integrated design strategy.” Ray Riley Design GM, Entertainment and Devices, Microsoft “This book will challenge you to ask and answer what arguably are the most important questions an executive can**

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ponder today. So open up.”  
Noah Kerner CEO, Noise and  
coauthor, Chasing Cool More  
and more companies are  
coming to understand the  
competitive advantage  
offered by outstanding  
design. With this, you can



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create products, services, and experiences that truly matter to your customers' lives and thereby drive powerful, sustainable improvements in business performance. But delivering great designs is not easy.

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Many companies accomplish it once, or twice; few do it consistently. The secret: building a truly design-driven business, in which design is central to everything you do. Do You Matter? shows how to do

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precisely that. Legendary industrial designer Robert Brunner (who laid the groundwork for Apple's brilliant design language) and Stewart Emery (Success Built to Last) begin by making an incontrovertible

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case for the power of design in making emotional connections, deepening relationships, and strengthening brands. You'll learn what it really means to be "design-driven" and how that translates into

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**action at Nike, Apple, BMW and IKEA. You'll learn design-driven techniques for managing your entire experience chain; define effective design strategies and languages; and learn how to manage design from the**

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top, encouraging "risky" design innovations that lead to entirely new markets. The authors show how (and how not) to use research; how to extend design values into marketing, manufacturing, and beyond; and how to keep

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**building on your progress, truly "baking" design into all your processes and culture.**

**This is an autobiography-cum-business book by John Sculley, one of the most successful businessmen in**

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America, who became Pepsi's president and CEO at the age of 38. At the height of his success with Pepsi he joined the high-risk young Apple, co-founded by a young genius named Stephen Jobs. This book describes the turbulent



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relationship between Jobs and Sculley, their break-up over the future of Apple, and the eventual transformation of Apple into one of the most unconventional and dramatic success stories in business

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history. It offers an insight into the emotions and personal drama of life at the top.

Describes the development of the Apple Macintosh through a variety of anecdotes, photographs, and sketches.

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The CEO of Yum! Brands, Inc., the world's largest restaurant company, offers a guide to maximizing leadership skills and motivating people. David Novak is the best at leadership, whether teaching

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it in this book or practicing it at Yum! --Warren Buffett.

[How Great Design Will Make People Love Your Company](#)

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Insanely Great Computer  
Company Went Insane

How Soda Shook Up the World  
Odyssey : Pepsi to Apple-- a  
Journey of Adventure, Ideas

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Moving Consumer Goods  
More Coke Or Pepsi?