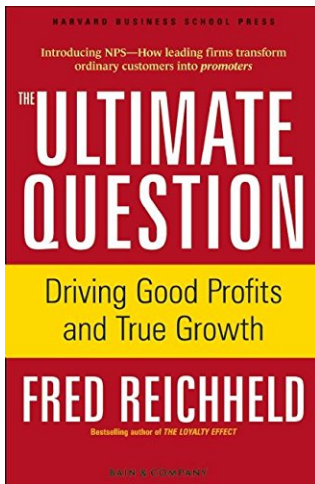


[PDF] The Ultimate Question: Driving Good Profits And True Growth

Fred Reichheld - pdf download free book



Books Details:

Title: The Ultimate Question: Drivin
Author: Fred Reichheld
Released: 2006-03-02
Language:
Pages: 224
ISBN: 1591397839
ISBN13: 978-1591397830
ASIN: 1591397839

[CLICK HERE FOR DOWNLOAD](#)

pdf, mobi, epub, azw, kindle

Description:

From Publishers Weekly Almost everyone appreciates the importance of customer satisfaction in business, but this book takes that idea to two extremes. First, it claims that customer satisfaction is more important than any business criterion except profits. Second, it argues that customer satisfaction is best measured by one simple question, "Would you recommend this business to a friend?" Pressure for financial performance tempts executives to seek "bad profits," that is, profits obtained at the expense of frustrating or disappointing customers. Such profits inflate short-term financial results, Reichheld writes, but kill longer-term growth. Only relentless focus on customer satisfaction can generate "good profits." One unambiguous question, with answers

delivered promptly, can force organizational change, he claims. Reichheld makes a strong rhetorical case for his ideas, but is weaker on supporting evidence. The negative examples he gives are either well-known failures or generic entities like "monopolies," "cell phone service providers" and "cable companies." When presenting statistics on poor performers, the names are omitted "for obvious reasons." On the other hand, the positive examples are named, but described in unrealistically perfect terms. Believable comparisons of companies with both virtues and flaws would have been more instructive. *(Mar.)*

Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

Review Among management books, this one's a keeper. -- *The Washington Post*

- Title: The Ultimate Question: Driving Good Profits and True Growth
 - Author: Fred Reichheld
 - Released: 2006-03-02
 - Language:
 - Pages: 224
 - ISBN: 1591397839
 - ISBN13: 978-1591397830
 - ASIN: 1591397839
-

Social Media for Social Good: A How-To Guide for Nonprofits was released in August 2011 and despite the rapid change occurring on the Social and Mobile Web, 90% of the content still rings true. The functionality of the tools discussed have changed slightly, dimensions have been tweaked, and Google+ Pages, Pinterest and Instagram have since become relevant when launching a successful social media campaign for your nonprofit, but the vast majority of the best practices in the book have stood the test of time. Jane Wilson Classic Quotes. Find many great new & used options and get the best deals for The Ultimate Question: Driving Good Profits and True Growth by Frederick F. Reichheld (Hardback, 2006) at the best online prices at eBay! Free delivery for many products! CEOs regularly announce ambitious growth targets, then fail to achieve them. This book shows how companies can measure Net Promoter statistics, help managers improve them, and create communities of advocates that stimulate innovation. Product Identifiers. Book review The Ultimate Question: Driving Good Profits and True Growth. Book review. The Ultimate Question: Driving Good Prots and True Growth. Fred Reichheld Harvard Business School Press, Boston, MA; 2006; ISBN: 1-59139-783-9; 211pp; US\$24.95. The book is divided into three parts: why the ultimate question works, how to measure response, and becoming good enough to grow. In the first part, the author starts with a discussion on how NPS distinguishes bad profit from good profit. He suggests that bad profit generates detractors for the company, while good profit creates promoters. This is followed by a discussion on discovering the ultimate question, which asks "on a scale of zero to ten, how likely are you to recommend the company to friends or colleagues?" An excerpt from the first chapter, "Bad Profits, Good Profits, and the Ultimate Question.". Too many companies these days can't tell the difference between good profits and bad. As a result, they are getting hooked on bad profits. The consequences are disastrous. Bad profits choke off a company's best opportunities for true growth, the kind of growth that is both profitable and sustainable. They blacken its reputation. The pursuit of bad profits alienates customers and demoralizes employees. Bad profits also make a business vulnerable to competitors. Companies that are not addicted to "yes, there (2001), and The Ultimate Question: Driving Good Profits and True Growth (2006). He has authored articles for business publications, including eight for the Harvard Business Review. His most recent book, The Ultimate Question 2.0: How Net Promoter Companies Thrive in a Customer-Driven World, was a New York Times Bestseller[5] and co-authored by long-time collaborator, Rob Markey of Bain & Company.[6] An updated and expanded version of his 2006 book, The Ultimate Question, it focuses on Net Promoter Score (NPS), a concept he developed based on his research in measuring customer satisfaction, customer retention and its link to revenue growth and profitability.[7] This metric serves as an indicator of the loyalty and advocacy customers show for a company.

Includes bibliographical references (p. 197-198) and index. Why the ultimate question works -- Bad profits, good profits, and the ultimate question -- The measure of success -- How the Net Promoter Score (NPS) can drive growth -- How to measure responses -- The enterprise story: measuring what matters -- Why satisfaction surveys fail -- The rule of measurement -- Becoming good enough. To grow -- Design winning customer strategies -- Deliver: building an organization that creates promoters -- Develop a community of promoters: by listening -- One goal, one number. The Ultimate Question. Driving Good Profits and True Growth. By: Fred Reichheld. Narrated by: Fred Reichheld. Length: 5 hrs. Unabridged Audiobook. Categories: Business & Careers, Management & Leadership. 4.2 out of 5 stars 4.2 (138 ratings).Â The Ultimate Question 2.0 (Revised and Expanded Edition). How Net Promoter Companies Thrive in a Customer-Driven World. By: Fred Reichheld, Rob Markey. Narrated by: Walter Dixon. Length: 8 hrs. Unabridged. Overall. Find many great new & used options and get the best deals for The Ultimate Question : Driving Good Profits and True Growth by Fred F. Reichheld (2011, Compact Disc, Abridged edition,Unabridged edition) at the best online prices at eBay! Free shipping for many products!Â Practical and compelling, The Ultimate Question will help you solve your organization's growth dilemma. Product Identifiers. Publisher.