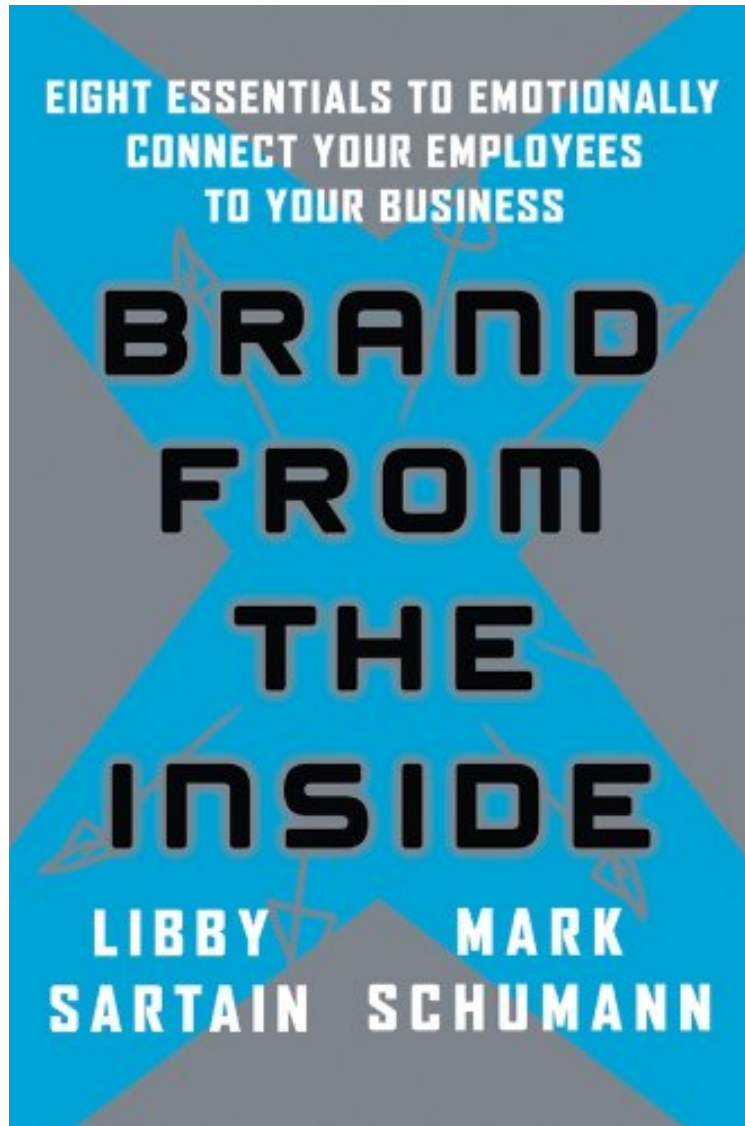


[FREE] Brand From the Inside: Eight Essentials to Emotionally Connect Your Employees to Your Business

Brand From the Inside: Eight Essentials to Emotionally Connect Your Employees to Your Business

Libby Sartain, Mark Schumann

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Libby Sartain, Mark Schumann : Brand From the Inside: Eight Essentials to Emotionally Connect Your Employees to Your Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Brand From the Inside: Eight Essentials to Emotionally Connect Your Employees to Your Business:

0 of 0 people found the following review helpful. Disappointing... more substance neededBy Joanne S MARYLANDThis book did not meet my expectations. It is redundant. There are also issues with the writing itself; the authors often use phrases instead of full sentences. Some of the stories are interesting. However, there is not much

substance. 2 of 3 people found the following review helpful. Written by and for HR staff of large corporations. By Daniel Ginensky
DISCLOSURE:-----I am a small business owner, and bought this book for ideas on how to increase loyalty among my employees.
SUMMARY:-----"Branding from the Inside" provides a conceptual framework for HR to increase employee loyalty. The writing is not great, as the authors have a tendency to ramble. On the plus side, the book is structured logically, and includes some illustrative stories from iconic USA corporations.
SHORTCOMINGS:-----While I did get some benefit from this book, it falls far short of its promise. The authors are HR professionals who don't own or run their own business (except perhaps consulting), and therein lies the problem. Here is my list of shortcomings for this book: 1. The subtitle is highly misleading: "...Connect Your Employees To Your Business". I understood this to mean the book was written for business owners. It isn't. 2. The advice given all relates to large corporate settings with huge budgets. You need a good imagination to apply this book to a small business. 3. It is the job of the leader of any business to promote employee loyalty. HR has almost no ability to change a culture without full partnership with the leadership. This point is mentioned, but it was not dealt with as a deal-breaking issue. 4. I found most of the case histories to be cliché and not useful.
CONCLUSIONS:-----I give the authors credit for creating a fairly robust conceptual framework to accomplish a complex goal. I just did not find it useful. After reading quite a few business books, this book has helped me realize a golden rule: only buy books written by entrepreneurs, business owners, marketing directors, or high level executives. Business books written by HR professionals, business professors, and consultants are theoretical and focused on large corporations. This book certainly was.
3 of 3 people found the following review helpful. A Perfect Title for the Right Brand Strategy
By Rex Whisman
This is one of the premier books on brand development. The authors are spot on in advocating that brands are most effective when built from the inside out. If we do not engage our employees in the process and get their buy-in we do not have a brand. Too often brand development is a communications and marketing effort. We need to make sure that we include HR as our brand partners, or brand leaders. There is a reason why Southwest Airlines is traditionally one of the first companies that comes to mind when we think of a case study in branding, and why it is consistently profitable. If I am not mistaken, it is the only US airline to be profitable each year since 9/11. I have seen Libby present before and she is one of the real pros in branding.

In *Brand from the Inside*, Libby Sartain and Mark Schumann, branding experts who helped to build employer brands at Southwest Airlines and Yahoo!, describe this secret weapon for a business. The book gives leaders across an organization step-by-step instruction on how to motivate employees to consistently deliver the experience the customer brand promises. By building the employer brand from inside the business—ensuring consistent authenticity, substance, and voice throughout the business—any organization can unleash a powerful tool to emotionally engage employees and recruit and retain the best people.

"These days the claim that 'Our People Are Our Greatest Asset' has replaced 'The Customer Is Always Right' as the corporate slogan that is easiest to agree with yet hardest to put into practice. If you want to learn what it really means, you must read this book." —Marcus Buckingham, independent consultant; former senior consultant, The Gallup Organization; and author "Eight out of ten companies do not do what this book recommends. The 20 percent who do are the most admired market leaders. It is impossible to do justice to the value this book offers in a sentence or two. You must—repeat, must—read it." —Dr. Jac Fitz-Enz, founder and CEO, Human Capital Source; senior editor, Human Capital Magazine; author and pioneer in the field of human capital benchmarking "At last, Mark Schumann and Libby Sartain have gotten the issue of branding right for the rest of us. No brand is any better than the willingness and inclination of employees to deliver on the brand's promise. Delivering the brand from the inside out is the only strategy that works. Anyone interested in branding must read this important how-to book!" —Roger Drisko, Aprix, author, *Communicating for Change: Connecting the Workplace with the Marketplace* "Employment branding is on the frontier of strategic HR thinking because no other 'people strategy' has a greater long-term impact on recruiting and retention. This book should just be called 'the answer,' because it provides a compelling case as well as the required steps for utilizing internal employment branding to emotionally tie workers to their employer. It is simply the best book on internal employee branding, period!" —Dr. John Sullivan, professor of management, San Francisco State University; and author "This is an important book about how branding is changing throughout our new wired world. It gives you a sneak peek at how to engineer strong inside brands. From marketing to all-points-leadership, this book is a map to future corporate value." —Tim Sanders, author, *The Likeability Factor*
From the Inside Flap
Can a business build an effective brand identity if its employees don't buy into it? The key role of employees in brand delivery makes building and nurturing the employer brand as critical to an organization's success as promoting the customer brand.
In *Brand from the Inside*, Libby Sartain and Mark Schumann, branding experts who helped to build employer brands at Southwest Airlines and Yahoo!, describe this secret weapon for a business. The book gives leaders across an organization step-by-step instruction on how to motivate employees to consistently deliver the experience the customer brand promises. By building the employer brand from inside the business—ensuring consistent authenticity, substance, and voice throughout the business—any organization can unleash

a powerful tool to emotionally engage employees and recruit and retain the best people. Brand from the Inside offers a framework for developing an environment where people from all levels of the business work together to create the employer brand. The book is filled with illustrative examples and down-to-earth case histories from companies that demonstrate what the employer brand can contribute to business results. In addition, the authors include a wealth of tools and worksheets for breaking through silos to brand from the inside. Use the book's sample meeting agendas and presentation ideas to build a new employer brand, improve a current one, or "rehab" one that needs some attention.

From the Back Cover Praise for "Brand from the Inside" "These days the claim that 'Our People Are Our Greatest Asset' has replaced 'The Customer Is Always Right' as the corporate slogan that is easiest to agree with yet hardest to put into practice. If you want to learn what it really means, you must read this book." --Marcus Buckingham, independent consultant; former senior consultant, The Gallup Organization; and author "Eight out of ten companies do not do what this book recommends. The 20 percent who do are the most admired market leaders. It is impossible to do justice to the value this book offers in a sentence or two. You must--repeat, must--read it." --Dr. Jac Fitz-Enz, founder and CEO, Human Capital Source; senior editor, Human Capital Magazine; author and pioneer in the field of human capital benchmarking "At last, Mark Schumann and Libby Sartain have gotten the issue of branding right for the rest of us. No brand is any better than the willingness and inclination of employees to deliver on the brand's promise. Delivering the brand from the inside out is the only strategy that works. Anyone interested in branding must read this important how-to book!" --Roger D'Aprix, author, "Communicating for Change: Connecting the Workplace with the Marketplace" "Employment branding is on the frontier of strategic HR thinking because no other 'people strategy' has a greater long-term impact on recruiting and retention. This book should just be called 'The Answer,' because it provides a compelling case as well as the required steps for utilizing internal employment branding to emotionally tie workers to their employer. It is simply the best book on internal employee branding, period!" --Dr. John Sullivan, professor of management, San Francisco State University; and author "This is an important book about how branding is changing throughout our new wired world. It gives you a sneak peek at how to engineer strong inside brands. From marketing to all-points-leadership, this book is a map to future corporate value." --Tim Sanders, author, "The Likeability Factor"